

LIFE

KINSEY REPORT ON WOMEN:

COMMENTS BY ERNEST HAVEMANN,
KATHLEEN NORRIS AND FANNIE HURST



BALLERINAS AT A BEACH

20 CENTS

AUGUST 24, 1953

REG. U. S. PAT. OFF.



From light to dark—
or any shade in between!

Toast the way YOU want it...

with G.E.'s NEW truly automatic toaster!

Now you can be sure of perfect toast—done exactly the way you want it—with G.E.'s new, truly automatic toaster. This is the toaster with the simplest, most dependable automatic toasting mechanism ever developed!

This streamlined beauty features 6-position control, an extra-high toast lift and an extra-

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Pick out a dependable G-E Toaster at your General Electric dealer's. Buy it for yourself, or as a welcome gift. General Electric Co., Small Appliance Division, Bridgeport 2, Conn.

Only \$23⁹⁵

*Manufacturer's recommended
retail or Fair Trade price.*



You can put your confidence in—

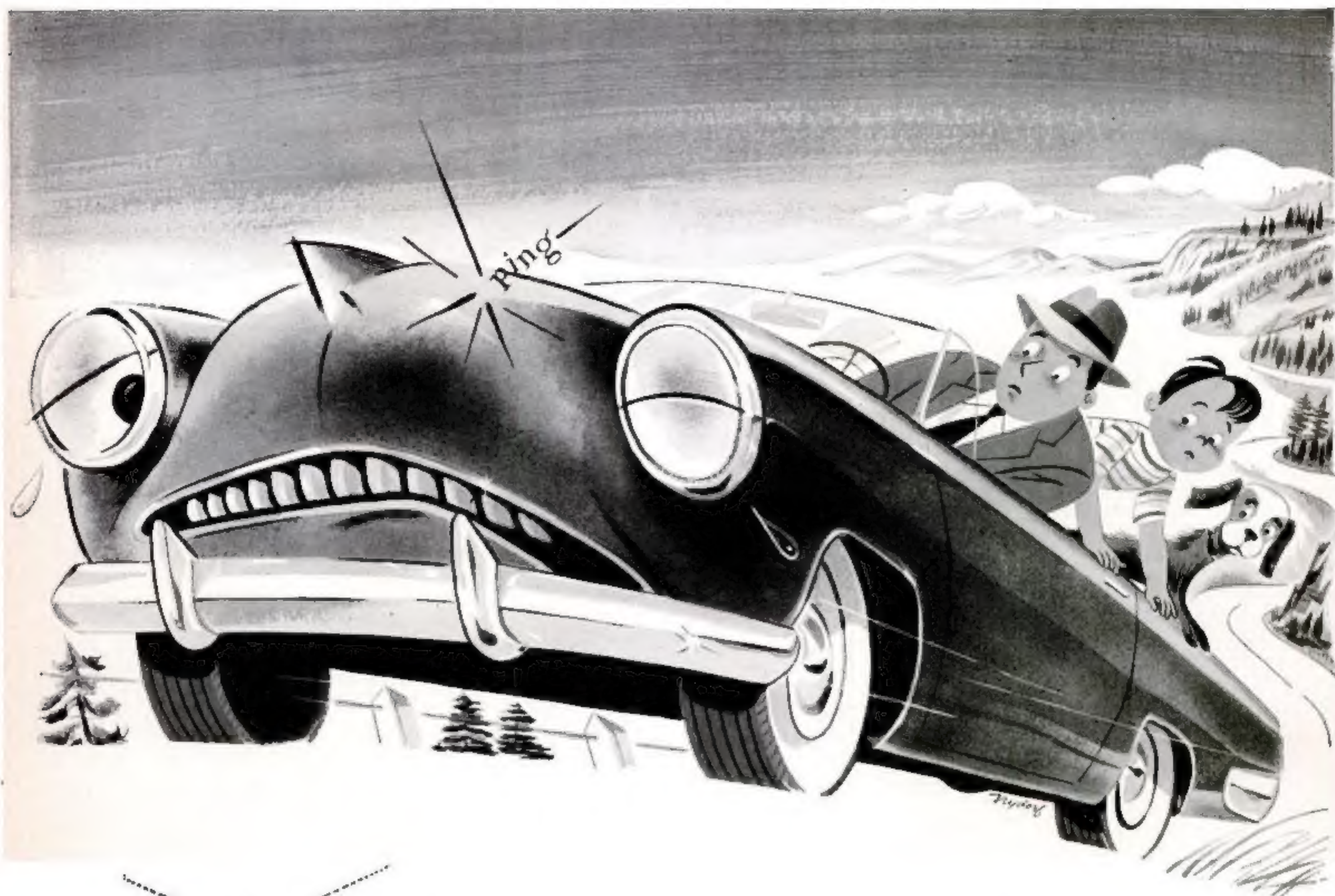
GENERAL ELECTRIC



6-POSITION CONTROL, a new, easy-to-use feature of this toaster. Just set it for any shade of toast you want. Then count on piece after piece being exactly alike.



EXTRA-HIGH TOAST LIFT brings small pieces of toast, frozen waffles, or even muffins well up out of the toaster. No more digging for toast—no more burned fingers!



A *ping* is your car's way of saying *ouch!*

"Knock"—or "ping"—hurts in many ways. It pounds pistons, wrist-pins, bearings and other vital parts. It overheats engines. It causes needless vibration. But most important, it can hurt your pocketbook.

How do you protect an engine against knock? Very simply. Use high antiknock "Ethyl" gasoline.

Another point. Engines are like people. When they feel better, they work better. You'll find that smooth, even-burning "Ethyl" gasoline will give you more power and better performance while it is protecting your engine.

ETHYL CORPORATION • New York 17, N. Y.
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Protect your engine—get more power with "ETHYL" gasoline

AMAZING COFFEE DISCOVERY!



Not a powder! Not a grind! But millions of tiny "FLAVOR BUDS" of real coffee . . . ready to burst instantly into that famous MAXWELL HOUSE FLAVOR!



Utterly unlike old-style "instants" . . . just as quick but tastes so different!

In the famous Maxwell House kitchens this superb, roaster-fresh coffee is actually brewed for you. At the exact moment of perfection the water is removed by a special Maxwell House process—leaving the millions of miracle "Flavor Buds"!

100% Pure Coffee—No Fillers Added!

Just add hot water . . . and the bursting "Flavor Buds" flood your cup with coffee as delicious as the best you've ever brewed. One sip and you'll never go back to old ways!

Saves you money, too! The large economy-size jar saves up to 75¢, compared to three pounds of ground coffee!

See how the Flavor Buds "come to life" in your cup!



MAGNIFIED VIEW of new miracle "Flavor Buds" shows how utterly different they are from old-style powders and grinds.



THE INSTANT you add hot water, the "Flavor Buds" burst—releasing flood of rich, delicious Maxwell House flavor!

*Reach for
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on top!*

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The only instant coffee with that GOOD-TO-THE-LAST-DROP flavor!

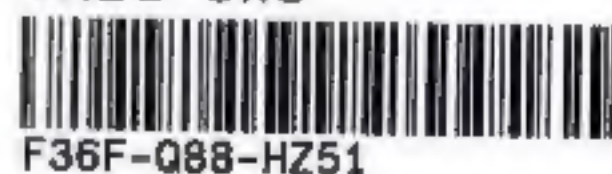




LYDIA SHAFFER, 11, IS ROUGH ON UMPs AND ROUGHER ON SCHOOL DRESSES. BUT MRS. SHAFFER KEEPS LYDIA'S DRESSES BRIGHT AND CLEAN—WITH RINSO!

BEFORE AND AFTER RINSO

This One



Every morning Lydia Shaffer's mother wonders what Lydia's dress will look like that night. You see, Lydia intends to be the first woman shortstop in the major leagues, so her dresses really take a beating.

Fortunately, Mrs. Shaffer is an experienced homemaker. She knows that Rinso will get the dirt out of the grubbiest wash. And that's not all!

Rinso gives you SOLIUM

Rinso is proud to offer you a wonderful ingredient called SOLIUM. What SOLIUM does is to make clothes reflect more light. That's what makes the white clothes you wash in Rinso look whiter—and the prints

look brighter—than when they were brand new! Dresses, shirts, diapers—SOLIUM works its whitening magic on them all.

Isn't it a blessing when you realize that you can safely wash almost *anything* in Rinso. Not only your cottons and linens, as you'd expect, but the new synthetic fabrics, too. Your woolens, of course, are wonderfully *safe* in Rinso. When you wash blankets and sweaters in rich Rinso soap suds, even the finest wool stays soft as new.

You Pay About 20% Less

Finally, and you know best how important this is,

Rinso *costs* you less—you usually pay about 20 percent less for Rinso soap than for most of the other washday products. Why? Because it now costs us less to make Rinso—and we pass this saving on to you.

Well, there we are. That's the story on today's Rinso. And remember this: Rinso is guaranteed to get your white wash whiter than new, or your money back—guaranteed by Lever Brothers Co., 390 Park Avenue, New York 22, N. Y.



Mate to **CAPT. EDDIE RICKENBACKER'S 1917 Engine** **STILL HITS 100 M.P.H. WITH CHAMPIONS**



Capt. Eddie Rickenbacker, President & General Manager of Eastern Air Lines, flew a Hispano-powered Spad as our "Ace of Aces" in World War I. Today, a mate to this 36-year-old engine powers speedboat "It's A Wonder".



Spark plugs that perform **LIKE THIS** will make **YOUR CAR** perform better!

The colorful career in war and peace of this historic engine—oldest registered with the American Power Boat Association—proves you can't beat proper maintenance. Says Geo. N. Davis of Vine Grove, Ky., owner of "It's A Wonder":

"She's as sweet and sassy now as she ever was. And I aim to keep her that way with Champion Spark Plugs. The years

don't mean a thing when you keep dependable Champions in a good engine!"

Give your car's engine a break by installing Champion Spark Plugs.

Regardless of the make, model or year of your car Champion Spark Plugs bring out its best performance.

Try a set of Champions soon. You'll never go back to ordinary spark plugs!

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



LETTERS TO THE EDITORS

INDOCHINA

Sirs:

As a Frenchman who has spent a lifetime promoting understanding between France and America, I am bewildered by "The Year of the Snake" (LIFE, Aug. 3). In effect it supports the Communist Vietnamese line. . . .

JACQUES M. MAY, M.D.

Jamaica Plains, Mass.

Sirs:

Your article was very revealing and interesting but most unfair with its biased slurs and sarcasms against the French people, their nation and their government. Perhaps I too am prejudiced in a different manner because I am French. But let's stop kidding ourselves. It is very necessary for this country to give economic aid to the French in Indochina—*n'est-ce pas?*

ELIZABETH B. ALLEN

Far Rockaway, N.Y.

● Following publication of LIFE's story the French Foreign Affairs Ministry issued this communiqué:

"Under the guise of a 'reportage' on the Indochinese war, the American magazine LIFE defames our fight and slanders our soldiers. The meaning of the battle we wage and the valor of our soldiers are above and beyond the reach of such attacks, as is France herself—the target, a few months ago, of this same magazine.

"The government, although it would have been justified both by custom and by law, prefers not to restrict the principles of liberty of expression and of publication which are part of the traditions of our country, but to let public opinion be the judge of the professional and moral conduct of those responsible for this publication.

"It is convinced that the French people will be able to make the necessary distinctions, and remember only the understanding and help that its efforts and sacrifices received from the government and the people of the United States of America."

LIFE did not intend to impugn the honor of the French army or of the U.S.'s oldest ally which, as we clearly stated, "has poured billions of dollars and the blood of its finest young officers into this war." LIFE, while spotting shortcomings and deficiencies in Indochina, has always urged the winning of the war there by both military and political means. Its policy, as expressed in an editorial which also appeared in the Aug. 3 issue, is worth restating: "[General Navarre] needs additional aid and additional Indochinese troops. The U.S. aid should and probably will be forthcoming. . . . But . . . French military men are indispensable to saving Indochina from the Communists (whatever the Indochinese may think) and a French will to win is therefore a necessary, though not a sufficient, condition of victory. With U.S. and Vietnamese support, that victory is entirely feasible."—ED.

Sirs:

The MSA in Indochina seems to have spent millions without investigating the social, economic and political forces within whose bounds they had to operate. No sane department head in a business would have dared to recommend such spending of company funds in a similar situation. . . . It should be apparent that the purchase of anti-Communism by shotgun spending cannot be as effective as an objectively planned and coordinated program for specific cultural areas. . . .

A. HAMILTON MENCHER

Aztec, N. Mex.

Sirs:

I was much impressed by Herman Holiday's statement on the part the U.S. is playing so incompetently in Indochina. Why can't the policy makers at home listen more closely to the men in the field? It was satisfying to read of two sincere American civilians who were willing to speak the truth as they see it.

MRS. EUGENE A. CEASE

Warren, Pa.

NO WHISTLES, NO CHEERS . . .

Sirs:

The picture I remember best of your memorable Korean photographs ("No Whistles, No Cheers, No Dancing," LIFE, Aug. 3), was the one entitled "What the Corporal Saw" (LIFE, Sept. 4, 1950). It simply showed the face of a soldier who had just survived the experience of lying in a ditch,

playing dead while the retreating Communists massacred the men with whom he had been captured. As I remember, it was taken by your Hank Walker shortly after the corporal had been freed by attacking Americans. His taut, expressionless mask mirrored things I could scarcely imagine. I remembered it a long, long time.



DORIS GRUEN
Chicago, Ill.

Sirs:

Until 15 minutes ago, steel was still screaming and churning up the hills around me. The shelling and noises of war were heard to the bitter end—10 p.m.

I was outside the CP watching the beauty of the night: a full moon, stars, the crazy designs of the air bursts. Then, silence. I knew the war was over here on the East Central front, all along the front, all the way across the oceans, at home. I should have been happy, but I was depressed. I was lonely. I came in and sat down and wrote this letter. Not many people realize the feelings of a soldier away from home when the noise is over. All that death, and now a chance to live again. But loneliness is still with us because we are on foreign shores, not with our loved ones. . . .

PVT. DAVID WASSENTHIEL

Korea

MOUNTBATTENS AND A THRONE

Sirs:

It seems to me misleading, if not absurd, to call the next king of England a Battenberg—a family, as you so chillingly describe it, of "Hessian obscurity" ("Mountbattens and a Throne," LIFE, Aug. 3). It should be obvious that Prince Charles is actually only one-quarter Battenberg. His father, Duke of Edinburgh, is only one-half Battenberg. Leaving aside the services performed for England by the Battenberg side of Philip's family under the anglicized name Mountbatten, his non-Battenberg ancestors and relatives give Philip a thoroughly certified royal pedigree. Among the ancestors were a czar of Russia, a king of Bulgaria, Queen Victoria and her husband and scads of dukes and duchesses. Moreover, his father's family, the Schleswig-Holstein-Sonderburg-Glücksburgs, presently hold three of the eight remaining crowns in Europe—Denmark, Greece and Norway. Presumably his son Charles will add a fourth, a record equaled only by the well-known Bourbons.

ROBERTE MONNARD

New York, N.Y.

U.S. TEACHER SHORTAGE

Sirs:

. . . I was very pleased to see your editorial praising the wonderful work being done by the Ford Foundation to reactivate interest in subject matter ("A Dent in the Teacher Shortage," LIFE, Aug. 3). A great many of us in the profession have become quite concerned with the ever increasing emphasis upon educational methodology, and with those of its adherents who make the absurd boast that one need not know a subject to teach it. The public should be shocked to know their children are now being taught by some teachers extremely weak in their fields.

DR. JAMES E. REED

Michigan State College
East Lansing, Mich.

Sirs:

The very thing you advocate, emphasis on subject matter, has caused most of the trouble we have today. Subject-trained teachers complain that children do not "absorb" all they have to "give" them. Our problem is "teaching children," not dispensing subject matter. . . . I find nothing discouraging about teachers in training not scoring as high on the Selective Service College Qualification Test as "trade school" personnel. The test is based largely on the things on which engineers score highest. . . .

CHARLES A. KIEFER JR.

Sherburne, N.Y.

● Granted the test is easiest for scientific students. But education students, who ranked lowest, might have done at least as well as humanities students, who ranked just below the engineers, if their training included more subject matter and less methodology.—ED.

Sirs:

Can we reasonably expect any large segment of "an elite of our college graduates" to undergo five years of university training preparatory to joining the academic proletariat? Can even the Ford Foundation put the cart (recruitment) before the horse (emolument)?

ROCEA M. SHAW

Kent, Ohio

Sirs:

Last year I taught in a small Kansas town employing 13 teachers. I received what is considered a good salary in this community, yet it amounted to less than 11¢ per hour per child. This figure does not include extra hours spent in school activities and preparation. Where can you hire a baby sitter for that wage?

VIOLA WAITE

Burden, Kan.

BLITHEFUL EIFFEL PAINTER


Sirs:

A heroic and courageous painter working on the heights of the Eiffel Tower furnished you material for a whole page ("Blitheful on the Eiffel," LIFE, Aug. 3). But you didn't even give us his name. When I was on top of the Eiffel Tower it gave me the shakes just to look out. . . . Please give us the name of this great man.

ED S. BUTTERFIELD

Oklahoma City, Okla.

● René Blanchard, nicknamed La Gonzesse (Cutie) by his 19 fellow workers who get \$1 an hour for painting the tower "cognac brown." It takes nine months, is done every seven years.—ED.

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SPEAKING OF PICTURES



MODEL Martha Johns, arriving at LaGuardia airport, is windblown by propellers of a passing plane.



MOVIE ACTRESS Peggie Castle (right), arriving from Los Angeles, parodies her role in a crime film. →



TV ACTRESS Lisa Howard, leaving by plane for Europe, illustrates her version of a "blasé" tourist.



DANCER Cyd Charisse is held by husband Tony Martin as they arrive on 5th wedding anniversary.

SISTERS Audrey and Jayne Meadows (below) match legs with mechanic as Audrey leaves on trip.





ARRIVING FROM PARIS ON "CONSTITUTION," MRS. LEO ZIMMERMAN WIPES OFF HER DOG BY SHIP POOL.

Skirts of tourists flutter above the knee as ships and planes wage cheesecake war

In 1938, after Marlene Dietrich refused to lift her skirts and cross her legs for a shipboard photograph, LIFE reported that the heyday of "cheesecake" had passed. Last week, taking another look, LIFE found that press and publicity pictures of shapely travelers in New York are more numerous than ever. The renaissance of this 40-year-old custom is partly

due to the competition from airlines which tend to encourage eccentric poses (*opposite page*). But shiplines are fighting back calf and knee, as the pictures on this page indicate, and any young lady on a boat may be approached by a photographer with the soothing words, "Don't worry, you'll be wearing a Bikini in Bermuda, and all I want to show is your knees."



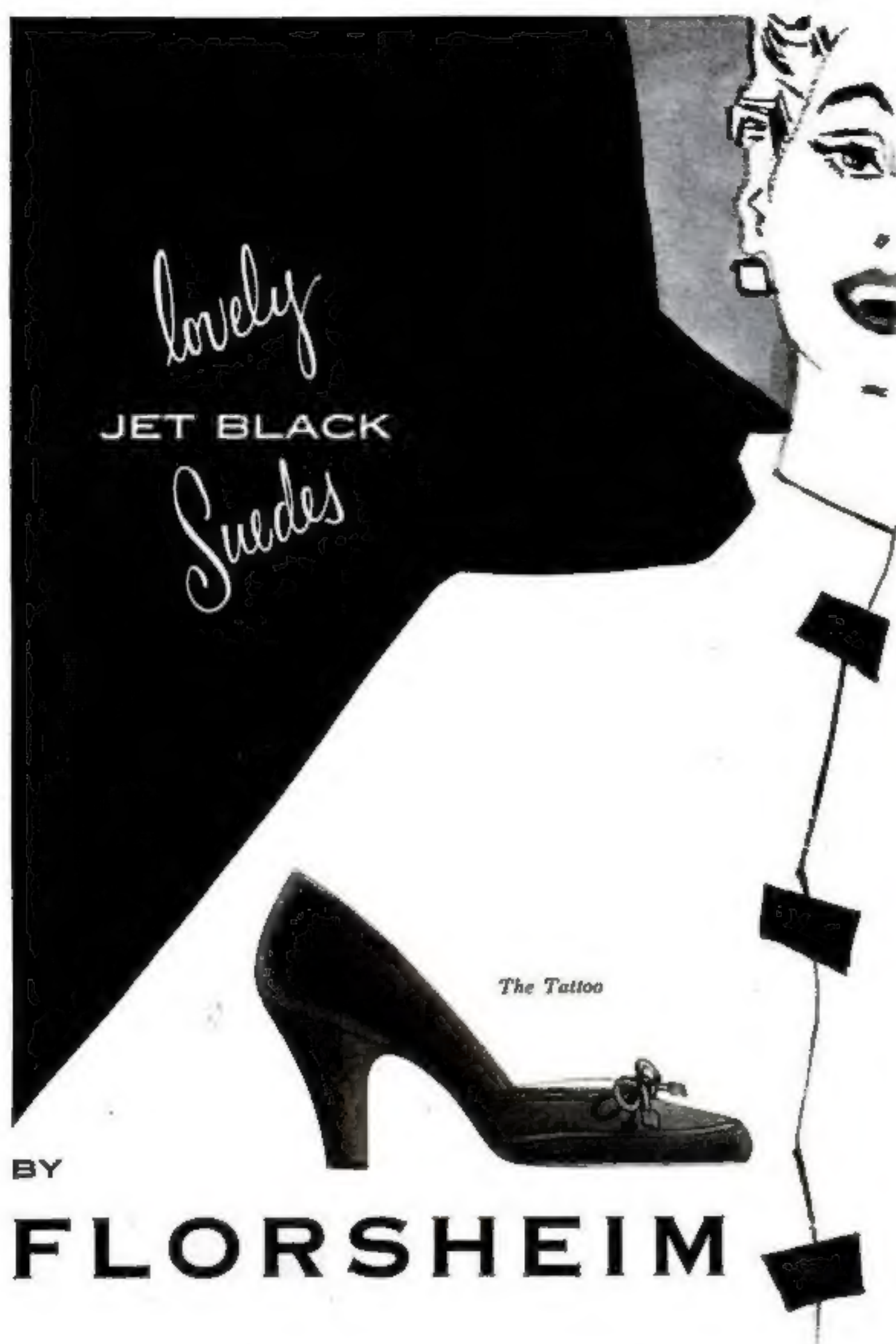
TOURIST Olivia Johnson, bound for Europe on *Mauretania*, takes "a farewell look at New York."



MOTHER, Mrs. Helma Coley, arriving on *Queen Elizabeth*, demonstrates cheesecake to her children.



MODEL Christine Riez, returning from assignments in Europe, smiles from steps of the *Liberté*.



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Soft and gentle suedes created by Florsheim
for women who demand and wear finer fashions.
The styles are exquisite, the trims a work of art.
And because they are Florsheim, the high quality
of the workmanship makes them lovelier than ever.

\$14.95 to \$16.95

a few styles slightly higher



The Harmony



The Continental

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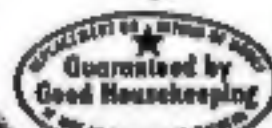
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Prescription positively relieves raw red itch—
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quality!



In both the popular 1 lb. and 2 lb. sizes



Its aged cheddar flavor makes all your cheese dishes extra good!

OPEN BACON AND TOMATO SANDWICHES WITH CHEESE SAUCE

½ lb. Sealtest Pasteurized Process Cheese Spread	4 slices toast, crusts trimmed
½ cup milk	4 broiled bacon strips
4 broiled tomato halves	Parsley

Melt the cheese spread in the top of a double boiler. Add the milk slowly, stirring constantly until the sauce is smooth. For each sandwich, place a tomato half on a slice of toast and pour hot cheese sauce over it. Top each with a bacon strip and garnish with parsley.

You'll have to taste new Sealtest Cheese Spread to know what real *aged cheddar* can do for flavor!

It's richer-tasting—not too sharp, not too mild. And it does wonderful things for dozens of economical, easy-to-make dishes.

It slices neatly for sandwiches and appetizers. Melts quickly for cheese sauces, casseroles, rabbits, rice and macaroni dishes.

Spreads smoothly for snack-time nibbling. And it toasts on open faced sandwiches to a luscious golden brown!

Yet Sealtest Cheese Spread costs much less than you'd expect for a pasteurized process cheese spread with such rich, aged cheddar goodness. Get some, in handy one-pound or economical two-pound loaves. Your grocer has Sealtest Cheese Spread now!

*Phenix Foods Company
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So compactly beautiful—so automatically convenient—so carefully planned to give you pleasant, fuss-free living.

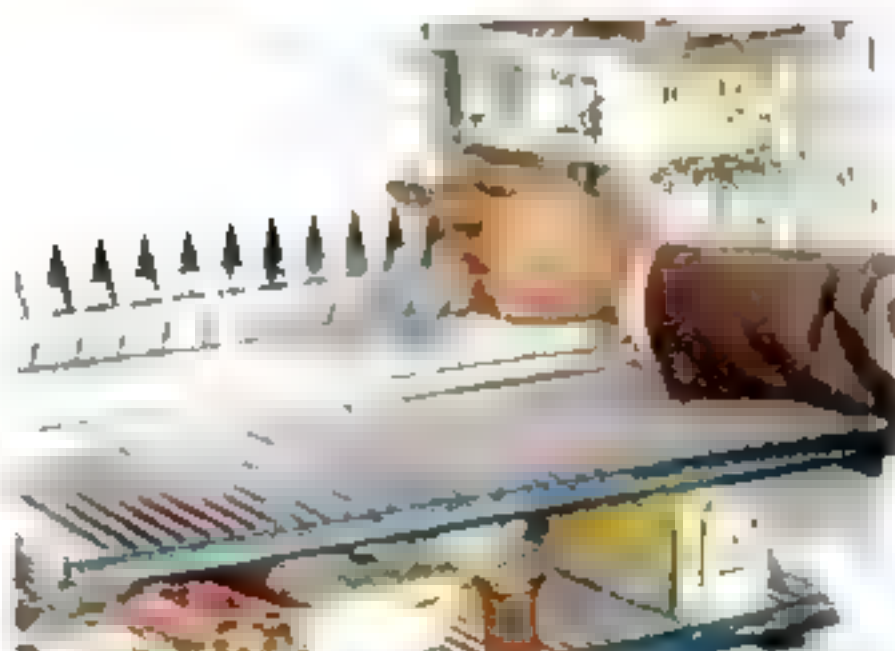
This new Cycla-matic Frigidaire will change your mind about the refrigerator you're going to buy

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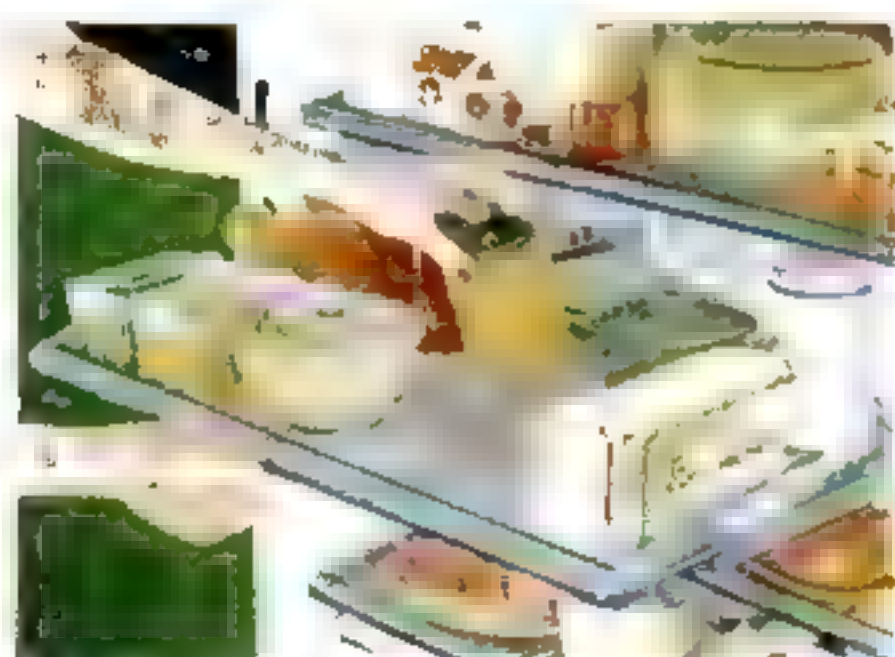
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Operates as a separate appliance. Holds almost 50 pounds of frozen foods. Think how it can cut your shopping trips. Let you freeze left-overs. Or cook and bake ahead, freezing what you don't serve immediately. You'll always be prepared for any sudden meal-time need!



2. No defrosting

Frost is banished before it collects in the large refrigerator compartment. Without the use of heat or manual controls. Without shutting down your refrigerator at certain periods. There are no pans to empty; defrost water is evaporated automatically. It's the safest, surest self-defrosting known.



3. All the shelves roll out

Smoothly, easily, every shelf glides out all the way. Foods in back are put within easy reach. No more groping for small bottles or packages. Shelves are of sturdy, rust-proof aluminum, never tip or sag even when heavily loaded. There are handy shelves in the door, too!

If you're thinking about a new refrigerator—remember—more Frigidaire refrigerators serve in more American homes than any other make. Ask your Frigidaire Dealer to show you why. Look for his name in the phone book's Yellow Pages. Or write Frigidaire, Dept. 2156, Dayton 1, Ohio, for free folder. In Canada, Toronto 13, Ontario.



Cycla-matic Frigidaire

Built and backed by General Motors

Imperial Model IS-106



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BOOKS ARE ALWAYS NEWS TO LIFE

During recent months LIFE has introduced two new books (Hemingway's *The Old Man and the Sea*, Michener's *The Bridges at Toko-ri*). We have also, in the course of the years, reprinted portions of other distinguished books or done stories about them from time to time. Some of them are shown above. But we have rarely reviewed a book—and never before under such strange circumstances as our article about the Kinsey report on pages 41 through 56.

Until last June, the new Kinsey report had been clothed in almost as much secrecy as the blueprints for the atomic submarine. Part of it was still in a locked desk. Part had been set in type—but only in baffling bits and pieces by linotype operators who were led to believe that they were working on a book called *Martin's Sociology*.

Then, starting the first week in June, Dr. Kinsey let a few journalists—one from each of the magazines which had expressed an interest—come to Bloomington, Ind. in

four-day shifts to examine his material. LIFE Staff Writer Ernest Havemann, who was in the first shift to arrive at Bloomington and examine the material, decided that there was no time for such customary reviewing procedures as a first casual reading to get the sense of this 842-page book. Instead he picked up Chapter I, switched on a portable dictaphone and began talking. When he returned to New York four days later he was slightly hoarse. He had dictated 40,000 words of notes—almost a book in themselves.

Boiled down to article length, Writer Havemann's comprehensive "review" can now be printed for the first time. The kind of surprise and controversy the book will stir up is expressed by Fannie Hurst and Kathleen Norris, to whom, with Dr. Kinsey's permission, we showed advance copies of the article. As can be seen starting on page 59, these two eminent novelists react in very different ways to the secret Dr. Kinsey had kept from the world until today.

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'Sanforlan'

WOOLENS WON'T SHRINK OUT OF FIT!

Don't worry lady, we're not asking *you* to take a shower with your clothes on!

This girl is drenching herself to show you that woollens don't *have* to be afraid of soap and water! Not when they're labeled "Sanforlan"!

Yes, when wool wears that magic word, "Sanforlan," it becomes the greatest "miracle" fiber of all! Washes without shrinking out of fit—without getting matted or hard!

Look for "Sanforlan" on all sorts of woollen garments—woven as well as knit. Yard goods, too. "Sanforlan" woollens stay wearable longer—cut cleaning bills.



You'll find women's and girls' wool dresses, robes, skirts, jumpers, stoles, jackets, slacks, shorts labeled "Sanforlan"—as well as sweaters and jersey separates. Children's woollens carry the wonder word, "Sanforlan," too. You can even get coat, hat and legging sets.

And lots of woollens for men and boys, too. Jackets, sports shirts, polo shirts, slacks, shorts, underwear, robes, hose, neckties. Think how wonderful to be able to keep *all* your woollens soap-and-water fresh! Look for "Sanforlan" whenever you buy woollens.

Sanforlan.

**WHEN WOOL WEARS THE SANFORLAN TRADE-MARK,
IT BECOMES THE GREATEST "MIRACLE" FIBER OF ALL**

Brought to you by the "Sanforized" people . . . Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woollen fabrics or garments which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.

Vol. 35, No. 8

LIFE

August 24, 1953

STRIKES SWEEP FRANCE

Early in August a shrewd French Socialist labor leader decided it was the right time for a strike in the post office. The postal workers were mostly Socialist, all underpaid, and alarmed by reports that the new Laniel cabinet was going to fire 4,000 civil servants and cut salaries and pension rights. A carefully planned "spontaneous" work stoppage shut down the Bordeaux post office. Others followed across the country. To steal some of the Socialist thunder, Catholic and Communist unions began to call sympathy strikes among railroad workers, meteorologists, miners, bus drivers and job-holders of all kinds. Eventually almost four million workers were involved, more than at any time since the great sitdown strikes of 1936. While the government pleaded vainly for a return to work and Premier Joseph Laniel stood fast, the economic life of the country was throttled, thousands of foreign tourists and vacation-seeking Frenchmen were stranded, garbage lay uncollected in the streets, and in instances of advanced emergency volunteer Red Cross workers buried the dead.



THE STRIKE BEGAN in this room of the Bordeaux post office where Postal Inspector Henri Fouquet (second from left) got the stop-work movement rolling.

WORKERS' LEADERS IN PARIS LABOR EXCHANGE RAISE HANDS TO VOTE CONTINUATION OF POSTAL STRIKE AFTER GOVERNMENT REFUSES TO BACK DOWN





PREMIER LANIEL took to radio, crying "no" to strikers

IN SUMMERY FRANCE TOUJOURS LA CRISE

If the strikes continued they could turn ugly but for the moment the soldiers were having a wonderful time lifting pretty girls over the railboards of the army trucks being used as pivots and most of France was on vacation anyway. Unhappiness started with the hordes of tourists struggling to get to stations where the trains were not running, and hit its peak in the office of Joseph Laniel, premier of France. He had hoped to spend a quiet summer trying to straighten the country's fiscal mess. Instead he had a strike on his hands that looked like the precursor of still bigger ones to come in the fall. Worse still, he was being bombarded with demands to recall the vacationing deputies so that they might vote him out of office.



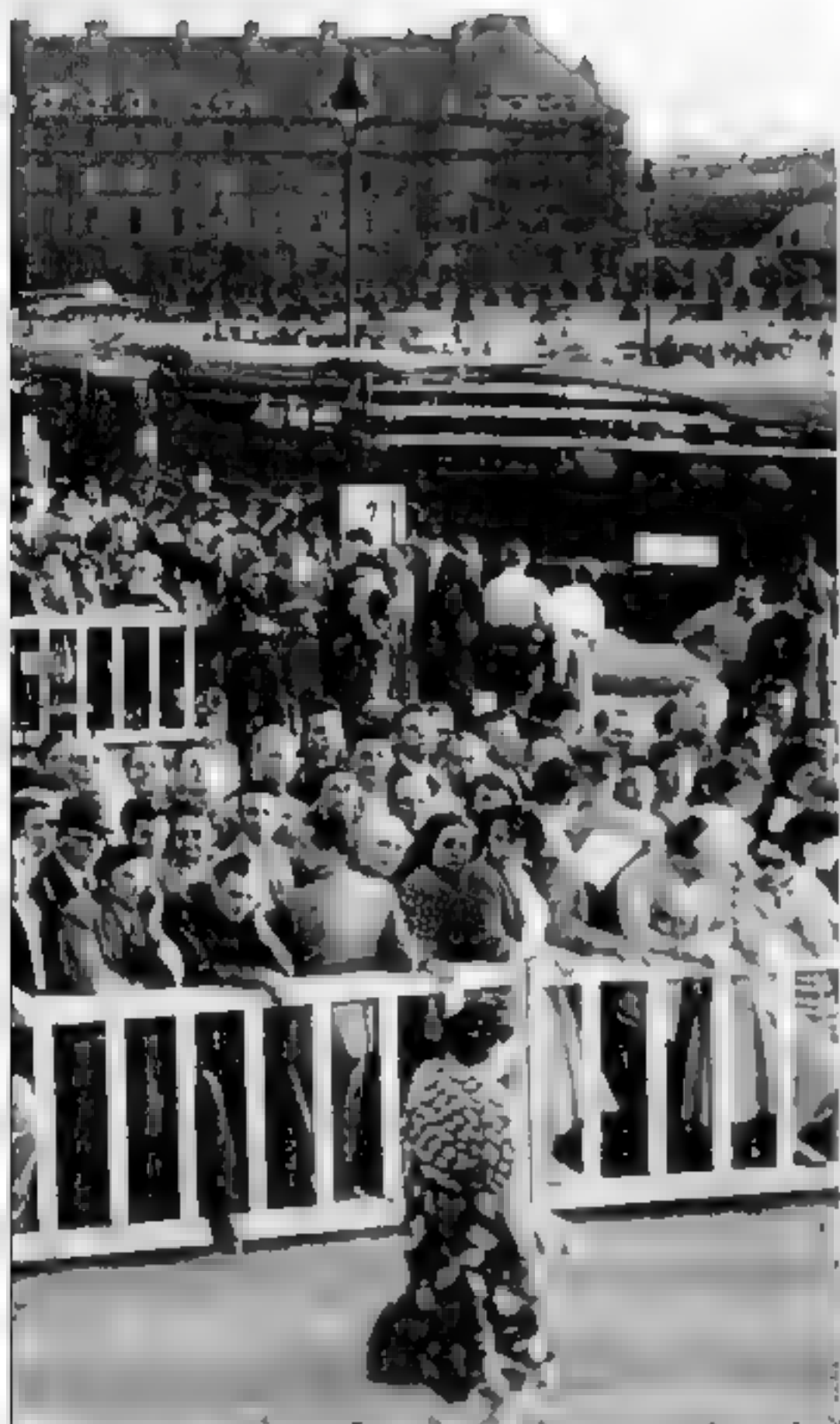
HOMEBOUND PARISIANS walked from the city center to the Invalides where, with the army

cousins and Napoleon's tomb in the background they lined up for rides to suburbs in army trucks.



BEFORE PERFUME SHOP near city's central markets, refuse piles up in the neglected streets.





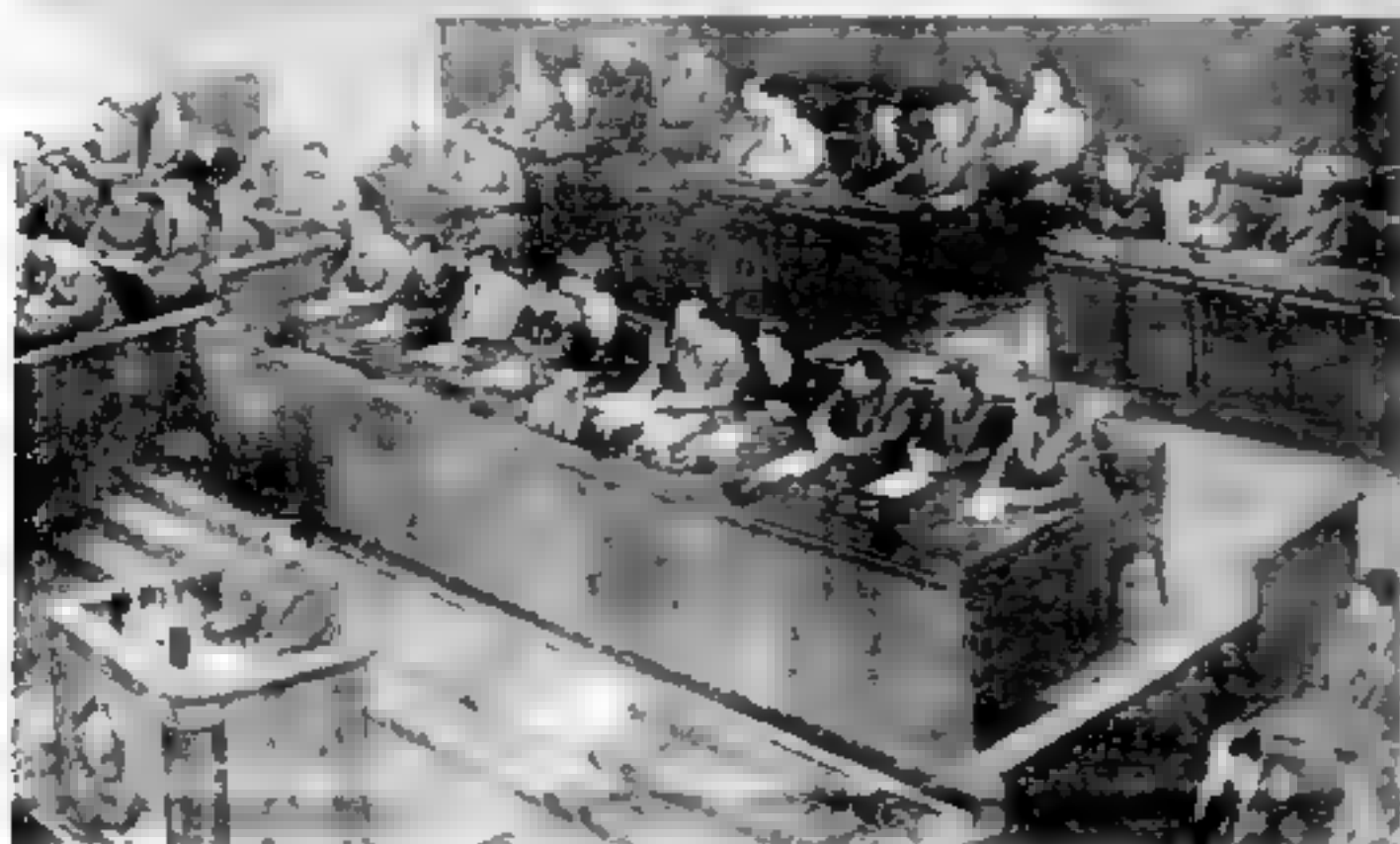
Grimacing soldiers chanted at them "One more, one more seat in this lovely bus. Who wants a ride?"



← **HOMEBOUND AMERICANS** wait in Paris for the buses to take them to the ships at Le Havre.



BORED YOUNGSTERS, hoping to make sleep, guard the luggage as nonstriking porter stands by.



THIS WAS THE WAY MOSCOW'S "IZVESTIA" COVERED MALENKOV'S SPEECH

NEWS INSIDE RUSSIA

In an era of seven-day diets and soaring wheat surpluses (pp. 18, 19), it is hard to imagine the President proclaiming that this country was short of food. It is easy to predict what would happen at the next election if this came about.

In his "State of the Union" message to the Supreme Soviet, Georgi Malenkov admitted that the Soviet state still is unable to feed all of its people adequately. This was the speech in which he announced that the U.S. no longer had a monopoly on the hydrogen bomb. He devoted about 150 ambiguous words to this news (he didn't actually say that the Soviets had the bomb) and about 8,000 explicit words to his alibi for how the Soviet people have to live.

Like any other politician trying to get off a hook, Malenkov made some glowing promises—pie in the sky, as the Wobblies used to say. But how were things now? They were pretty bad, Malenkov admitted and almost in those words. The best he could say was that the bread supply was "insured" but there was not enough meat or milk to go around because livestock breeding had been neglected. The collective farms were not delivering enough food because they were not producing enough. The collective farmers were neglecting to cultivate even their own private garden plots. Malenkov even admitted that they had few incentives to produce more.

If things were bad on the farms they were not much better elsewhere. "To the shame of the workers of industry," said Malenkov, Soviet customers prefer foreign imported goods because of their "better finish." Soviet house builders were doing a shoddy job and not enough houses were being started.

Seldom has the outside world been offered such stark official

confirmation of how thinly Russian bread is buttered—if butter is the right word to apply to such an abysmally low standard of living.

The Soviet premier found himself hard pressed to lighten the dark picture—and when he did try he exposed all the more clearly the extent of failure. The Soviet farms last year, he said, had delivered more cotton, more milk and more meat. Still they are delivering less meat than they did in 1938. And in the meantime the Soviet population has jumped from some 170 million to 210 million. Less food and more mouths can only mean a hungry people.

But then hunger has always been a familiar sensation in Communist Russia. In almost 36 years of Soviet rule the state has never been able to solve the food problem. The solution attempted by Stalin was to eliminate the individual peasant and herd him into the collective farms—a policy which led to a famine in which five million peasants starved to death. It still takes two Soviet farm families to feed themselves and one other family; in the U.S. one farm family feeds five others. Obviously by Malenkov's own figures the collectives have not done the job.

His own solution was a familiar one—concessions to the farmers, more aid from the state. There the hard facts end and speculation begins. What prompted all this? Is the regime fearful of increased pressures and discontent on the part of the average man? Or has the Soviet oligarchy suddenly become aware of the precarious imbalance between a swollen heavy industry and an agriculture that cannot provide sufficient fodder for man or beast? We cannot give the answers but we do say that if it happened here the U.S. would be faced with a major domestic crisis.

AND THE NEWS OUTSIDE RUSSIA

Inside the Soviet Union most people obviously know about how little food there is—so the government can afford to be candid. The picture the Soviet citizen is given of the world outside is more carefully retouched. From Malenkov's observations on foreign policy, a Soviet citizen would hardly suspect that the Communist regime had an enemy in the world—barring certain "aggressive groups" in the United States. There are no world questions, the Soviet citizen is assured, that cannot be settled peacefully on Soviet terms.

In speaking of the world outside, Malenkov was talking only in part to the Soviet people. He was reaching for another, larger audience when he made an important, if abrupt, switch in the Communist line on Germany. Up until he spoke the Communists had wooed the Germans. Now he began wooing the French again by telling them the real danger to peace was the German militarists.

It was an ingenious pass at the French—and one that played directly on French fears of the Germans. It was also good politics in

Poland and Czechoslovakia where the people are increasingly restless under Communist regimes. It was intended to make mischief in Western Europe, to rally support for Communists in the satellites.

In such twists and turns, it is never possible to say whether the Soviet is leading from weakness or from strength. It is difficult to judge whether the Soviet premier is delighted or disappointed at the West's unhysterical reception of his news about the H-bomb. It could be that the polite skepticism with which his claims have been received go beyond what is warranted by common prudence. If the Communists know how to make the bomb the only valid assumption is that they will produce and use it when it suits their time and purpose.

Perhaps one reason why Malenkov's announcement seems to be a dud is that the world understands that it is not the hydrogen bomb, or the existence of an atomic stockpile, that threatens to engulf us all in a catastrophe. The real threat is contained in the aggressive design for conquest clearly patent in every act of the Soviet regime.



EARTHQUAKE PRODUCES A GREEK TRAGEDY

The horror of an earthquake which devastated the Ionian Islands, off the western coast of Greece, was recorded last week by a photographer who took this picture from a rescue plane as smoke spiraled up from the city of Zante. Except for a few people huddled beside the sea (*upper left*), the city was deserted; the rest of its 11,000 inhabitants had fled to the hills

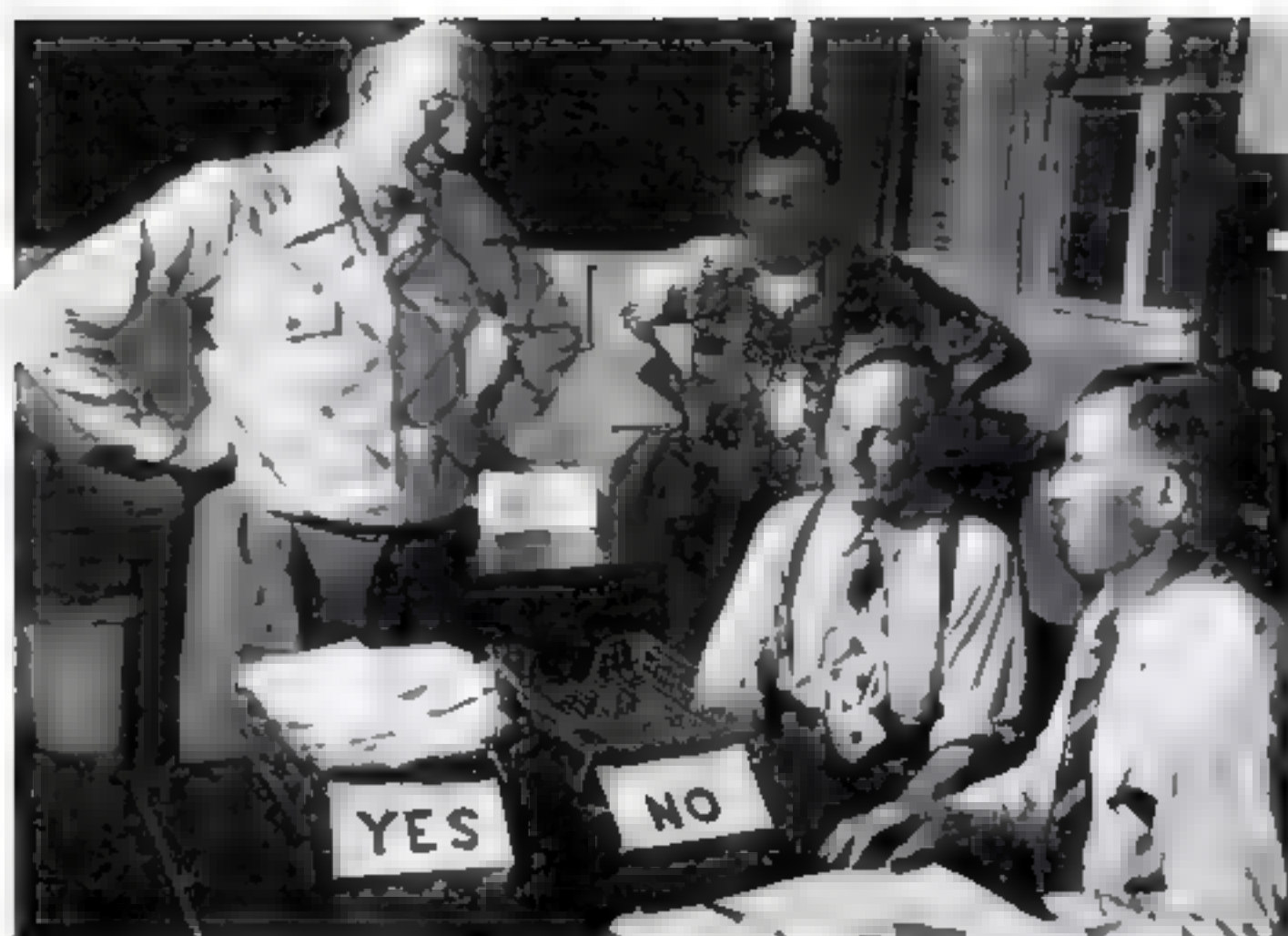
or were dead, buried under rubble by the tremors which preceded the fire. As huge tidal waves crashed ashore to batter at the wreckage, rescue parties, including the U.S. Navy, arrived at week's end with helicopters, field kitchens and mobile hospitals to care for the 120,000 islanders, nearly all of whom were homeless. The death toll of 1,000 was only a guess.



BIG FARMER George Howe Jr. has 585 acres in wheat, is allowed only 444 acres under new quota. He voted for quota because "I want the right price for wheat."



SMALL FARMER Tom Praisner hates government controls, thinks Agriculture Department costs too much but voted for quota to get good profit next year.



THE VOTE IN FARGO, N.D. IS 61 TO NOTHING FOR ACREAGE RESTRICTIONS

TOO MUCH WHEAT

Farmers vote for production cuts and prosperity

With 559 million bushels of wheat already in storage and a glutting 1,202 million bushels pouring in from this summer's harvest (*opposite page*), the U.S. is faced with the biggest wheat surplus in its history. To avoid an overwhelming surplus in 1954, Secretary of Agriculture Ezra Benson last week asked wheat farmers to make a painful choice: either reduce next year's wheat acreage by approximately 20% or see government price support reduced. With lower price supports growers would get far less than their present guarantee of \$2.21 a bushel. The Administration and the Republican Congress, both on record as opposing rigid farm controls, watched closely to see what the farmers would do.

The farmers left little doubt as to their feelings. The national vote was seven to one in favor of the new restrictions, and in the big wheat areas like Cass County, N.D. it was an emphatic 100 to one. In theory Cass County farmers would like to be independent of controls, but they were serving notice on the government that when it came right down to a choice between independence and a guaranteed price, they would take the money.



ACRES PLANTED

1952	77.4 MILLION
1953	78.6 MILLION
1954	62 MILLION



BUSHELs PRODUCED

1952	1.3 BILLION
1953	1.2 BILLION
1954	.9 BILLION

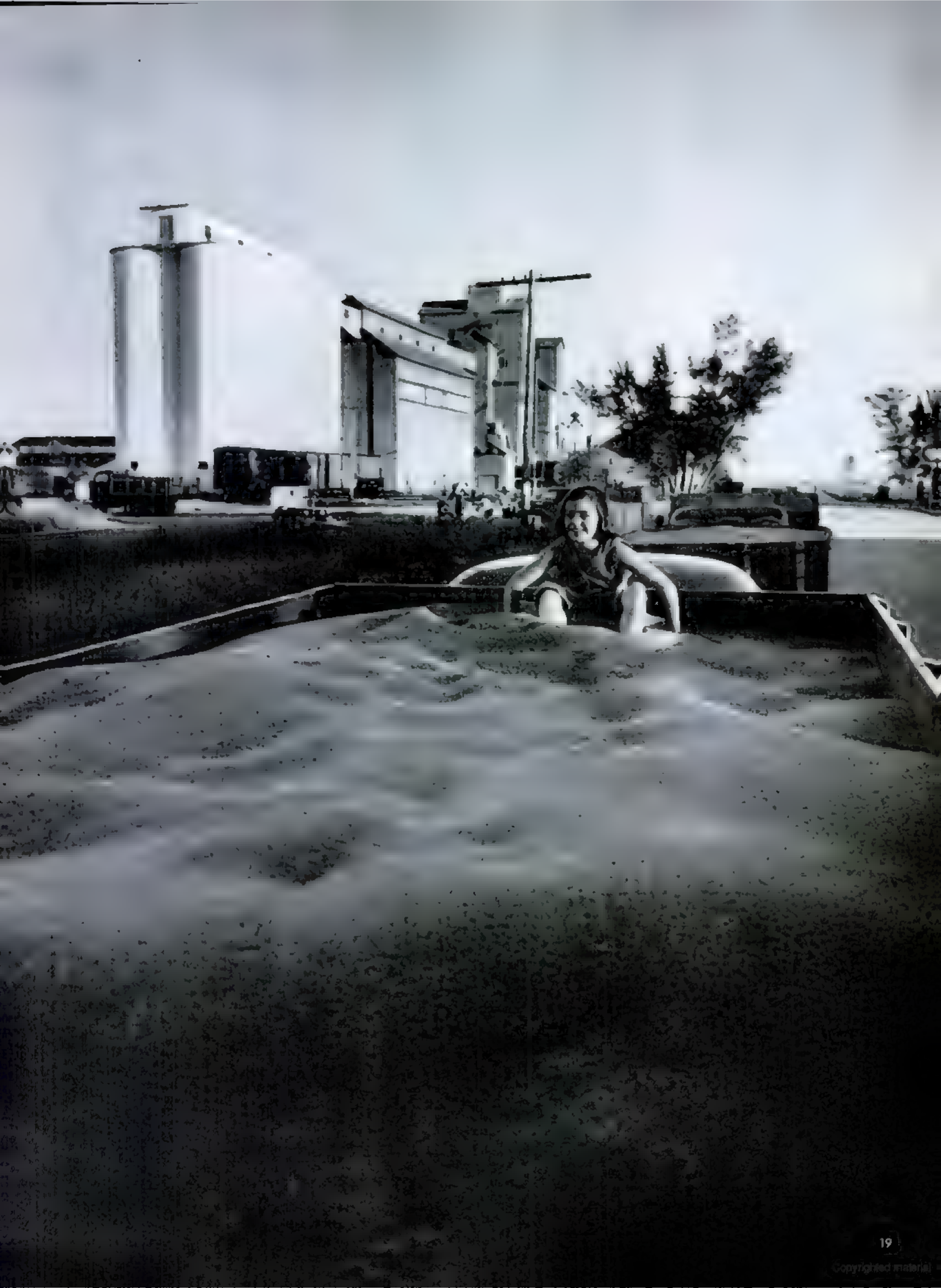


SURPLUS (JULY 1)

1952	255.6 MILLION
1953	559 MILLION
1954	760 MILLION

WHEAT PROBLEM will not be solved by restrictions. Even with reduced acreage in 1954, the estimated surplus will be still bigger unless U.S. exports rise.

AT END OF HARVESTING DAY TRUCKS DELIVER WHEAT TO GRAIN ELEVATOR→





BRADLEY PACKS UP three days before he left active duty last week. He will be chairman of the board of the Bufova Research and Development Laboratories.



GENERAL COLLINS



ADMIRAL RADFORD

THE CHIEFS AND THEIR TEPEES

WASHINGTON, D.C.

It is a prerequisite of the Chiefs of the Army, Navy, Air Force and Marine Corps that they be adept at the art of high-level bargaining. This applies to the skillful trading of divisions, tanks, battleships and aircraft with one another. But it also applies to what appears to be a consideration of nearly equal importance: keeping possession of a dozen-odd large and comfortable houses in and about Washington which are used as tepees to house the Big Chiefs themselves.

In the old days, it was not much of a problem. The Army maintained several big, well-staffed homes on a bluff at Fort Myer, plus a few other opulent houses at Fort McNair on Washington's scenic river front. The Chief of Staff of the Army, the man with the highest rank, occupied the largest and most comfortable of these houses. Lesser generals, strictly according to rank and position, occupied the others.

The Navy, for its top man, the Chief of Naval Operations, maintained a really elaborate home with endless rolling lawns and white-jacketed



RIDGWAY'S HOUSE at Fort Myer, Va. is spacious and rambling. Bradleys moved their things out and left the quarters in shape for the Ridgways in one day.



COLLINS' HOUSE is this imposing porticoed mansion at Fort McNair, complete with cannon. Collins, who will stay in Washington in new job, hung onto it.



ADMIRAL CARNEY



GENERAL TWINING



GENERAL WHITE



GENERAL PARTRIDGE

messboys at the naval observatory, next to the British Embassy along Massachusetts Avenue. The Marine commandant has traditionally maintained quarters in southeast Washington in the Marine barracks, in an impressive old colonial home with two-foot-thick walls. The commandant's house overlooks the grounds where a battalion of Marines can parade in review, which occasionally occurs while the commandant and guests watch either from the garden or from an especially erected grandstand. The Navy maintains other quarters at the naval gun factory, and at the naval hospital in Georgetown.

The first sign of tepee trouble came after World War II, when the Air Force began grabbing off some of the official houses at Fort Myer, helped by congressional pressure, and later at Bolling Field, down the Potomac from the Pentagon. To ease the generals' "commuting," the Air Force even formed a "Navy," consisting of several admirals' gigs which shuttled back and forth on the river between Bolling and a specially constructed boat landing at the Pentagon's river entrance.

Still there were only minor problems. Once the Air Force Navy's gig went aground in the Potomac; a general fell overboard while trying to direct the dislodging of the craft, and another general fell overboard trying to rescue the first general. Real tepee trouble did not develop, however, until General Omar Bradley was made chairman of the Joint Chiefs of Staff.

His successor as Army Chief of Staff was Joe Collins. Collins happily prepared to move into the plush Chief of Staff quarters.

But Bradley wouldn't move out. There was no place, really, for Bradley to go, and he was reluctant to move into inferior quarters. So he stayed and stayed. Finally Joe Collins got the hint and moved into a secondary set of quarters along the water front at Fort McNair.

Time went on. Eisenhower was elected President. The Joint Chiefs of Staff were switched. Admiral Robert Carney was appointed to succeed CNO Admiral Fechteler (who lived at the naval observatory quarters), General Matthew Bunker Ridgway was appointed Army Chief of Staff to succeed General Collins (who lived at McNair), and General Nate Twining was appointed Air Force Chief of Staff to succeed General Hoyt Vandenberg (who lived in one of the three Air Force houses at Fort Myer), Admiral Arthur Radford was appointed to succeed Army General Omar Bradley (who still held out in the Army Chief of Staff quarters at Fort Myer) as chairman of the Joint Chiefs.

Since General Collins was not retiring, but staying on as a special NATO assistant to Admiral Radford, it immediately became obvious to the incoming generals and admirals that there were too many Chiefs and too few tepees.

Here came the big test for the Chiefs' high-level bargaining. The plots that were hatched and rehatched and the forces that grouped and regrouped make a pretty complicated story, but as simply as possible, here is what happened:

Admiral Radford held the highest rank as Chairman of the JCS, so he early loomed as the biggest power. It did not take Admiral and Mrs. Carney long to realize that the Radfords therefore might soon be moving

CONTINUED ON NEXT PAGE



MRS. CARNEY



CARNEY'S HOUSE had been Fechteler's and might have gone to Radford. On a cool, high hill, it overlooks Washington and is staffed with Navy messboys.



TWINING'S HOUSE had been Vandenberg's. Twining did not want it at first, but changed his mind as the battle got hot and moved in to close Air Force ranks.



GENERAL SHEPHERD



GENERAL RIDGWAY



SECRETARY WILSON



COMPTROLLER McNEIL

CHIEFS' TEPEES CONTINUED

into the spacious quarters at the naval observatory. That is, unless the Carneys staked out their claim first. At official parties the word was passed to the society editors: the Carneys were moving into the naval observatory quarters. The society editors, unaware of the power struggle in play, blithely printed the "news," thereby making it plain to the Radfords that the Navy was not inviting them to live in the naval observatory quarters.

To Joe Collins this was important intelligence. What if Radford, blocked from the naval observatory house, followed the example of Bradley and demanded the quarters he was now vacating? That would mean Ridgway, as Chief of Staff of the Army, might be entitled to the quarters occupied by Collins.

Swiftly estimating the situation, Collins realized that, as luck would have it, General Vandenberg's quarters were still empty; General Twining, the new Chief of Staff of the Air Force, already lived in one of the three Air Force houses at Fort Myer, and did not care to move next door into Vandenberg's quarters.

Collins acted; he called Ridgway and proposed that he, Ridgway, move into Vandenberg's empty house.

But Ridgway was apparently thinking fast too. His answer was that he did not want to move into Vandenberg's quarters. He wanted to move into what he felt was the rightful heritage of the Chief of Staff of the Army, the quarters occupied by Bradley. (After all, they had been Bradley's—and Eisenhower's—when they were only Army Chiefs of Staff.) If Radford insisted

on taking the quarters over, Ridgway could always bump Collins out of his quarters at Fort McNair. Ridgway had nothing to lose.

Meantime, General Nate Twining suddenly complicated things further. With a praiseworthy understanding of the old Army dictum of closing ranks when in doubt, he changed his original plans. Moving into the empty Vandenberg house he had at first turned down, he invited Lieut.

General Earle Partridge to move into the second Air Force home. His deputy, General Tommy White, was already in the third, so the gap was neatly closed.

Now General and Mrs. Ridgway let it be known through the society pages that they intended to live in the Bradley quarters. Once again the biggest Chief, Admiral Radford, was done out of a tepee.

Radford moved temporarily from the Raleigh Hotel to the home of his old friend, Marine Commandant Lem Shepherd. But the question of where he would reside permanently became a very important issue. It was bucked all the way up to Secretary Wilson.

To Wilson it seemed simple. He told an aide to go rent a set of quarters for the Radfords. But when Defense Comptroller Wilfred J. McNeil heard of the plan he reacted with horror; too expensive, he said.

The Department of Defense turned once again to the Navy for help. At first the Navy bucked the problem back to the Department of Defense on the grounds that Radford was no longer a Navy problem but a

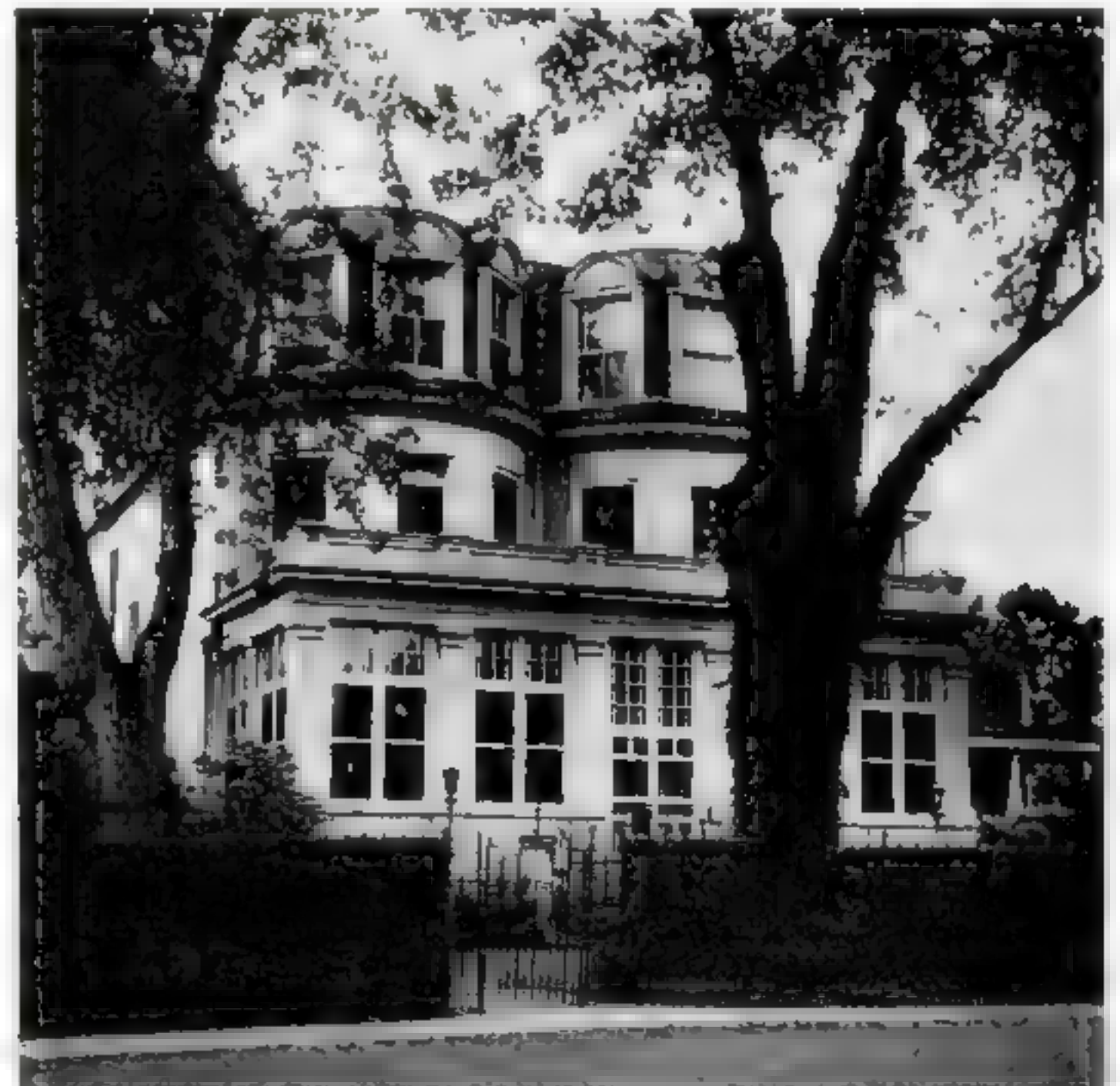
Defense problem since he was chairman of the JCS. Then Comptroller McNeil did a little behind-the-scenes work. He persuaded the admirals to find Radford a place to live. This was easier for McNeil than for many



MRS. RIDGWAY



WHITE'S AND PARTRIDGE'S HOUSES are near Twining's. Partridge's is the one with the Cadillac in front. The street also houses a row of colonels.



SHEPHERD'S HOUSE overlooks Marine parade grounds in the back. Radford slept here while waiting for maneuvering to quiet down so he could find quarters.



ADMIRAL DUNCAN



ADMIRAL FECHTELER



ADMIRAL HILL



ADMIRAL FORT

other Chiefs; McNeil holds the Defense Department's purse strings.

A high-level Navy meeting was held. The decision: Vice Chief of Naval Operations Admiral D. B. Duncan, who occupied the imposing quarters at the old Navy hospital in Georgetown, would be asked to relinquish his home to the Radfords. But Duncan protested.

A second meeting was held. Outgoing CNO William Fechteler suggested that the Radfords be housed at the naval gun factory. There were two sets of very fine quarters occupied by two admirals. One was the commandant of the Potomac River Command, Admiral J. H. Fort, the other the superintendent of the gun factory, Admiral T. B. Hill, but in this league neither ranked higher than a one-feather chief.

Still the question remained: if Radford occupied one of the admirals' quarters what would happen to the other admiral?

For a while, the high-level meeting bogged down.

Finally a brilliant solution was arrived at. The jobs of the two admirals, the Potomac River naval command and the naval gun factory, were combined into one job; one man, and thus only one set of quarters was needed. Admiral Fort was retiring, and no replacement was to be brought in.

As finally worked out, Collins stays where he is; Ridgway moves into the Army Chief of Staff quarters at Fort Myer, thus re-establishing the tradition broken by Bradley; Admiral Carney moves into the observatory quarters; General Shepherd stays in the Marine barracks; General Twining goes to the Vandenberg house at Fort Myer, flanked by his two other Air Force generals; and Radford moves into the naval gun factory quarters vacated by the two-star, one-feather admiral.

Sighing with relief, a defense official commented, "This thing has caused more discussion and phone calls in the Pentagon than Malenkov's announcement about the H-bomb."

—CLAY BLAIR JR.



RADFORD'S HOUSE, which he will get after Admiral Fort retires, is this shabby-awnined house, which is surrounded by naval gun factory buildings.



DUNCAN'S HOUSE was almost given to Radford by the top-level Navy meeting, but Duncan protested. It has an excellent view of the State Department.



HILL'S HOUSE is set amidst the buildings of gun factory, has gardens and a greenhouse. Hill will keep it because he will handle his job and Admiral Fort's.

A.F. OF L. DROPS DOCKERS, LOSES



FORCED EXIT The A.F. of L.'s Executive Council met in Chicago under its new President George Meany and bounced Joseph P. Ryan's racket-ridden International Longshoremen's Association out of the federation. The action had to be confirmed by the federation's convention next month, but within a couple of days it had set off a high-level uproar. Experts were surprised that the trouble started in the stodgy A.F. of L. when they were expecting it in the brasher C.I.O. They were hardly as surprised as Ryan himself, however, who made the grimace (*ohno*) when he learned that for the first time in its 72-year history the federation had suspended a union just for being crooked.



PAINFUL PARTING The sudden withdrawal of the 822,500-member International Brotherhood of Carpenters and Joiners, announced by its president, Maurice Hutcheson, the second act in last week's rapid-fire drama, was a still bigger surprise. The carpenters' official explanation was that the A.F. of L. had been paying more attention to making friends with the rival C.I.O. than to settling its own internal disputes. Nobody believed this was so, but neither could anybody agree on the reason for the unanticipated walkout. Most people who guessed could only be sure that it had been dictated by Maurice's father, 79-year-old William L. ("Big Bill") Hutcheson, for 36

CARPENTERS, CEMENTS TEAMSTERS



years president of the carpenters (*above, right* with A.F. of L. President Meaney). For a while it seemed that developments in the labor hierarchy were fulfilling predictions that the labor movement was about to be torn by the greatest convulsions since John L. Lewis ripped the A.F. of L. apart in the '30s to form the C.I.O. It was becoming clear that this was a period when American labor might be taking a new turn. There were rumors that other powerful unions were going to secede and with the carpenters join up with Lewis in a new independent federation. But if Act 2 in last week's show made the A.F. of L. look wobbly, Act 3 (*next column*) showed that there was spring in its old legs yet.

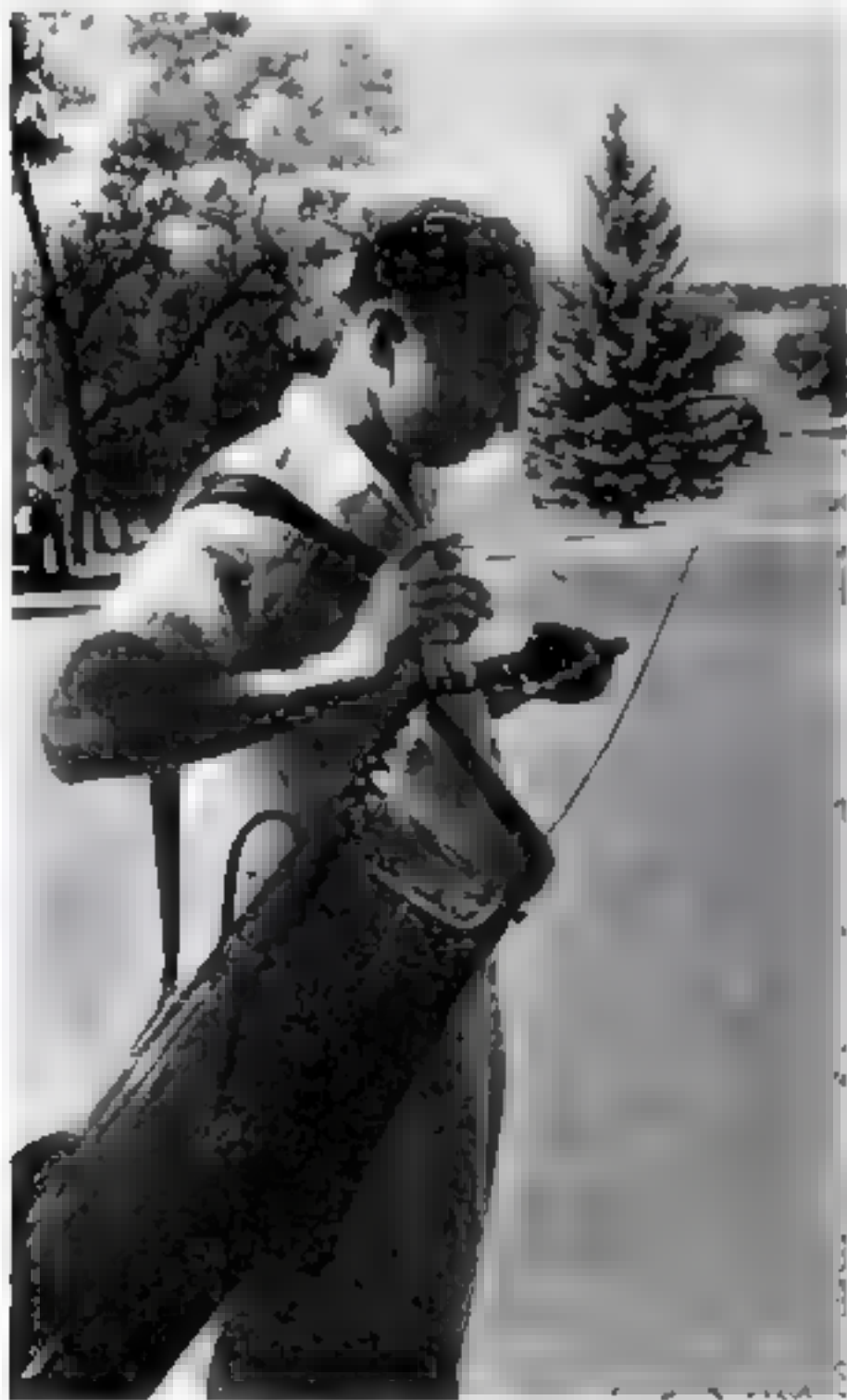


SMILING ENTRANCE The cementing of relations between the mighty International Brotherhood of Teamsters and the A.F. of L. appeared to more than offset the carpenters' walkout. Dave Beck (*above*), the teamsters' new president, had been seen by some as a threat to the rule of A.F. of L. President Meaney. But last week Meaney gave Beck an A.F. of L. vice presidency vacated by Hutcheson's walkout, and Beck promptly offered to pay dues for all of his 1,200,000 members instead of for only 650,000. For the moment all seemed in happy balance with Beck getting a top job, and his added dues replacing what the A.F. of L. lost from the carpenters.



PRESIDENT AND HIS CRONIES pose on putting green. They are (left to right) Mark Kramer, governor's secretary; W. R. McIlvaine, Denver businessman; Colorado Gov. Dan Thornton; Fred Manning Jr., oilman; L. M. Pexton,

stockyard's president; Eisenhower; Palmer Hoyt, publisher; Rip Arnold, golf pro; John Culbreath, insurance executive; Aksel Nielsen, mortgage banker; James L. Murphy, chairman, National Citizens for Eisenhower Congressional Committee.



SECRET SERVICE MEN, following President on the golf course, carry old bags containing a walkie-talkie (above) and a nearly hidden carbine (right).

'MY COLORADO GOLF CRONIES'

Ike turns tables on cameramen with a picture idea of his own

For a man who was supposed to be on vacation in Denver last week, Dwight Eisenhower was finding it hard to forget he was President. He lazily spent his evenings at the home of his mother-in-law, but he had pressing business during the day in his summer office at Lowry Air Force Base. Even when he managed to slip out to the Cherry Hills Country Club for golf one day, he was badgered by scores of photographers who kept him posing for nearly an hour. But before the shooting was over, he turned to the photographers. "You fellows have been telling me how to pose," he said. "Now I have a request. Get a few shots with all my old Colorado golf cronies." To the delight of his startled friends whom he lined up, Eisenhower posed for a picture looking for the moment almost like an ordinary vacationist (above). Then, resuming his game, he took off down the fairway, followed by Secret Service men (left) who left no doubt that Golfer Eisenhower was very much a President.



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The dress-up clothes that you love so much, and often worry about because they seem extravagant, suddenly make a lot of sense when the tags say "Chromspun." For they won't gas fade and discolor in-between dates. Chromspun is Eastman's color-locked acetate; fast to light,* atmospheric fumes, perspiration stains, dry cleaning and crocking. Because Chromspun is Eastman acetate, you benefit too from its natural

resistance to soiling, wrinkling, and its wonderful luxurious feel. Chromspun really says "well spent" to your clothes dollar. This fall you'll find it in a wide choice of good-looking styles for every purpose. Look for Chromspun too in house furnishings. It is Eastman's trade mark for color-locked acetate. For the store nearest you featuring the dress above, write directly to TENNESSEE EASTMAN, 260 MADISON AVE., NEW YORK 16, N. Y.

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Frankfort Distillers Corp., New York City. Blended whiskey. 86.8 proof. 60% grain neutral spirits.

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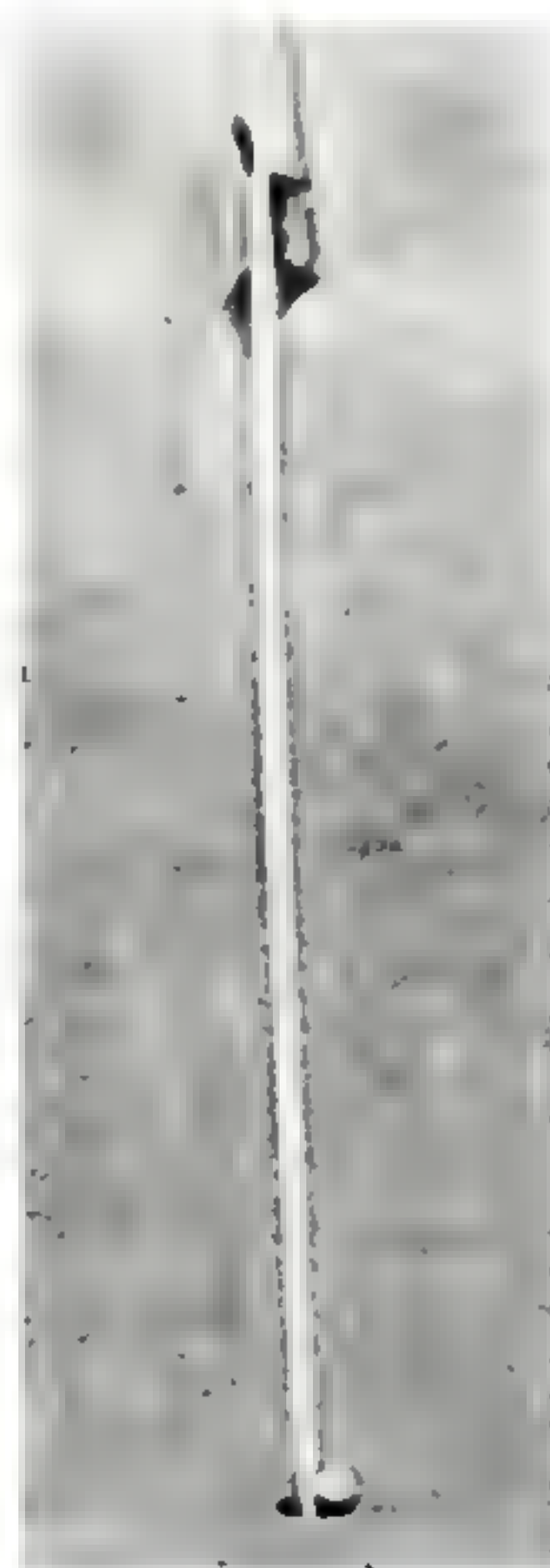
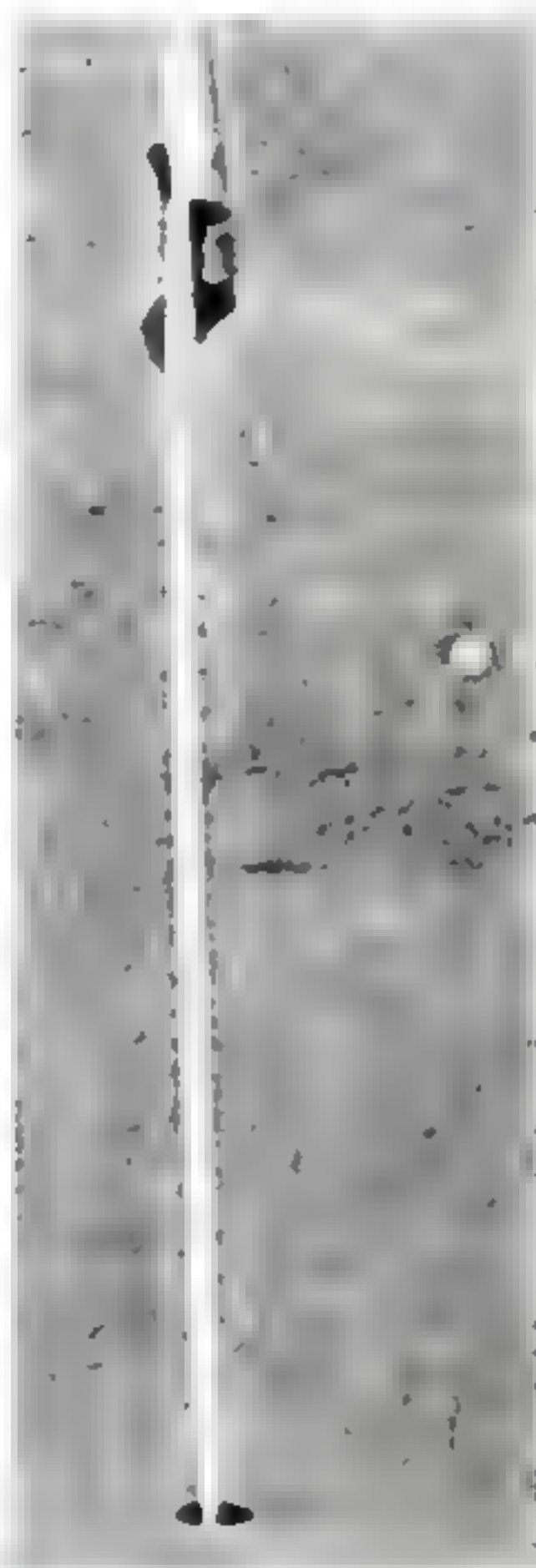


ALL SMILES, WORSHAM HOLDS CUP HE WON BESIDES \$25,000

THE \$25,000 SWING

It wins golf's biggest purse for Lew Worsham

Lew Worsham had one more hole to play in a Chicago tourney which its promoter calls the "world championship" because he offers golf's biggest prize: \$25,000 to the winner. It was the 18th hole, 410 yards, a par 4, and Worsham had to shoot a 3 to tie for first and force a play-off. With 10,000 spectators watching, he hit a drive nearly 300 yards down the fairway. He hoped to hit his second shot close to the pin, get a birdie with his putt. He selected a specially designed wedge to get under the ball without digging too deeply into the turf. He swung, the ball rose in a high arc, landed on the green, bounced a couple of times, rolled straight to the edge of the hole and dropped in. Worsham couldn't see the hole from where he was, had to learn from the cries of the crowd that his swing was worth \$25,000.



SPECTACULAR SHOT is shown starting in column of pictures at left and ending above. Worsham's score for 72 holes in tourney was 278, 10 under par.

KIDS WIN BIG BRIDGE HONORS

Last week a 24-year-old college senior, William Rosen, and a 29-year-old actuary, Milton Ellenby, became the youngest team ever to win the Master Pairs tourney, one of the two top honors in U.S. contract bridge competition. Three days later, teamed up with three other young players, they won the other honor too, the U.S. Master Team championship. While famous veteran players like the Jacobys, Goren and the world champions led by Howard

Schenken were eliminated, Rosen and his colleagues took six out of seven matches, depending on a combination of bold imagination and sheer good luck, as in the hand at right. The competition, as in most such matches, was grueling, with the games being played eight hours a day in a St. Louis hotel room filled with cigaret smoke and infested with kibitzers. By winning, the Rosen team earned a trip to Europe next year for the world championships.



SENSING TROUBLE, ELLENBY FUSSES WITH CARDS



KIBITZERS LOOK ON AS CHAMPION ROSEN (IN GLASSES) AND OTHER PLAYERS DISCUSS THEIR LAST HAND

A HAND WORTH 1,530 POINTS

♠ KJ76	♠ 83
♥ AKQ7	♥ J8532
♦ QJ9	♦ K7
♣ 105	♣ J763
♠ 952	♠ AQ104
♥ 1096	♥ 4
♦ A108642	♦ 53
♣ K	♣ AQ9842

Luck helped as Rosen bid, and made, six spades on this hand which gained 1,530 points, put his team ahead in the match that clinched at least a tie for the championship. Ellenby (North) opened the bid with one no trump despite a weak club suit. East passed his side did throughout the bidding. Rosen (South) bid two clubs—asking his partner to show a biddable major suit if he had one. Ellenby rebid three clubs to show that he had at least four cards in both majors—spades and hearts. Visioning a slam, Rosen used Blackwood convention, bid four no trump, thus asking Ellenby how many aces he held. Ellenby's response of five diamonds indicated one ace whereupon Rosen finished bidding with six spades. The slam bid was ambitious and to be made in part a favorable and a defensive error. The latter came immediately when West (Charles Hallett) misplayed with his ten of hearts. Had he played his ace of diamonds, the contract would surely have been set. Rosen took the first trick with the ace of hearts from dummy, then drew trumps and added two tricks with top hearts. Then he led ten of clubs from dummy. East (Allen Harvey, also of Cincinnati) should have played low but let play his jack. Rosen finished his queen and lost to West's king, but established his long club suit and could continue on to his slam.

ROSEN WALKS OFF WITH CHAMPIONSHIP TROPHY



3 wonderful reasons for OWNING a G-E Upright Freezer



New G-E 14-cubic-foot Upright Food Freezer holds 490 pounds. There's a G-E Food Freezer to meet your needs. Choose from a complete line of chest-type and upright models.

*After small down payment. See your dealer for exact terms. Prices and specifications subject to change without notice.

G-E FOOD FREEZER

About \$5.36* weekly
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So dependable! Has the same type of sealed refrigerating mechanism as the G-E Refrigerator.

GENERAL  ELECTRIC



1 SO CONVENIENT!

Shop when you choose! You save shopping time and trouble by simply opening the door to your roomy G-E Upright Food Freezer. It's a supermarket right in your own kitchen. You prepare meals in much less time. You're always ready for unexpected guests.



2 SO ECONOMICAL!

"Save over \$120 a year on food bills," many people said in a recent survey among 2,572 G-E Freezer owners. When you own a G-E Food Freezer, you can really take advantage of "in season" or "sale" prices on meats, vegetables and fruits. You can save leftovers, enjoy produce from your garden all year long.

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Enjoy G-E dependability year after year! The food freezer you want, of course, is the one that gives you the most efficient service for the longest period of time. When you compare, we believe you'll agree that a General Electric is the best freezer for you—bar none.

Only G.E. gives you all these advantages!

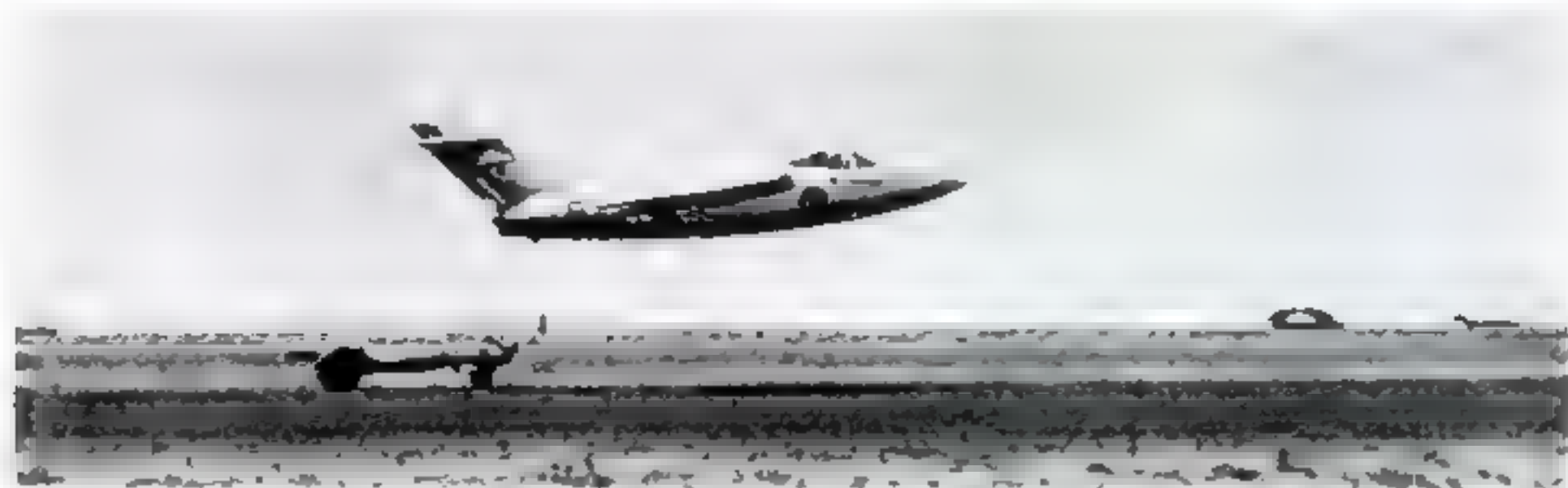
It's so very easy to reach everything in this new G-E Upright Freezer. G E gives you two sliding, adjustable shelves, plus 5 quick-freezing surfaces. There's a handy frozen juice can dispenser, a hidden Stor-well for bulky packages and convenient door shelves for the many small packages you reach for so often.

The new G-E Upright Freezer shown here takes so little space—only half as much as many chest-type models of similar capacity. You can keep it right in your kitchen. It has a 14-cubic-foot capacity, holds 490 pounds of frozen foods.

Stop in and see the General Electric Food Freezers at your G-E dealer's. There's a model for your size family and purse. General Electric Company, Louisville 2, Kentucky.

LIFE ON THE NEWSFRONTS OF THE WORLD

France has a strange new jet, scientists plunge to a new undersea record and Garbo is still shy



THE "BAROUEUR" ZOOMS INTO THE AIR LEAVING ITS WHEELS ON THE GROUND

French test pilots took up their newest and most unorthodox jet fighter, the *Baroudeur* (which, roughly translated, means "a tough close-quarters fighter") for its first test flights, demonstrating a Gallic answer to the worldwide shortage of the long runways required for most high-speed jet planes. The needle-nosed warplane has no regular landing gear, instead takes off by rising from a jeep-like dolly (above) with the help of rocket blasts, later scoots into a landing on metallic skids, thus can operate from bumpy, rocky ground or fields of plowed sod. The *Baroudeur* also has some tricks to use while in the air. "It climbs," reported one impressed expert, "like a scalded dog."

For the first time since his doctors ordered a rest six weeks ago, Winston Churchill drove to No. 10 Downing St., vigorously doffed his hat, spent some time at his desk and chomped his big cigar to prove his health was back and that he was ready to resume complete command again.



SIR WINSTON

M-G-M frets over newfangled films

In Hollywood, Metro-Goldwyn-Mayer officials, still privately uncertain whether 3-D or oversized movie screens will be the final salvation of the movie world, announced that it will test audience reactions by releasing its new film version of *Kiss Me Kate* in four different versions—small screen flat, small screen 3-D, large screen flat and large screen 3-D. In keeping with this experimental trend a Hollywood delicatessen began to advertise a "wide-angle sandwich." Its name: salamiscopes.

Three abandoned iceboxes—one in Massachusetts, one in Arkansas, one in Virginia—turned into death chambers last week for 11 children who climbed in, suffocated when the doors slammed shut. Several states have laws against junking old refrigerators without first removing the doors, but every year children suffocate in such boxes. After last week's triple tragedy, civic groups again began to plot campaigns to hunt out the death traps.

At 2 minutes and 7 seconds after 10 a.m. on Aug. 10 a bulb flashed on a huge "Census Clock" in Washington, signaling that the U.S. population has reached 160 million. The clock tots up each birth (every eight seconds), death (every 21 seconds), immigration (every two minutes), emigration (every 17 minutes) to keep the proper score.

The last Stuyvesant goes

Although fiery peg-legged Governor Peter Stuyvesant was forced to give up control of New Amsterdam, now called New York, in 1664, he and his descendants continued to prosper first under British, then U.S. rule. Last week the last of the line, Augustus Van Horne Stuyvesant Jr., an 83-year-old multimillionaire recluse, died, leaving his fortune for the construction of a new hospital "for the poor" of New York City's lower East Side.

Canadians conformed to all predictions and overwhelmingly voted Prime Minister St. Laurent's Liberal party into power for the fifth time in a row.

New undersea record

Two French divers in an "underwater balloon" plunged 1½ miles into the Mediterranean, half a mile deeper than any other men had

ever submerged. Captain Nicolas Houot and Engineer Pierre Willm maneuvered their craft by letting sea water into special containers in order to sink deeper, jettisoning ballast to rise upward, as if flying in air in a free balloon.

Under dry land two French speleologists submerged into the deepest parts of one of the world's deepest known caves, the cavern in which Marcel Loubens crashed to his death last year (LIFE, Sept. 1, 1952). There they discovered a vast subterranean room, announced that the entire mountain above seemed to have been hollowed out by underground streams so that it was like a mammoth anthill.

The Army gave foot soldiers a chance to compete socially with the Air Force and Marines by authorizing them to put on the gold-striped dress blue outfit previously reserved for officers. Any soldier who wants the new suit will have to buy his own, shelling out \$80, a month's pay for a private.

Vishinsky comes back smiling



MR. VISHINSKY

Smiling, and unpurged, U.S.S.R. Foreign Minister Andrei Vishinsky stepped from the liner *Queen Mary* in New York, presumably ready to jump into the United Nations General Assembly debates about Korea. He had other causes to smile besides health. The 16 U.N. allies in the Korean war

were still split on the list of nations they thought should be invited to the political parley called for by the Korean truce terms. Britain, France and Canada were urging that neutral India should be included, while the U.S. warned that expanding the list of conferees to include nations that did not fight in Korea would be "chaotic, maybe catastrophic."



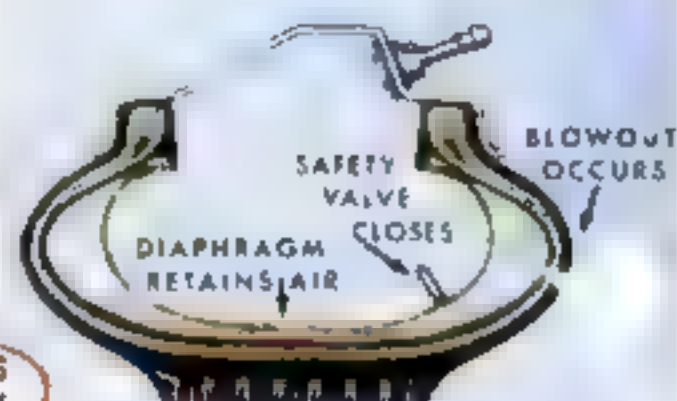
An enterprising Italian cameraman, hoping to photograph a visitor whose yacht was anchored offshore, paddled out in a

boat pretending to be a ferryman, got a series of sectional views which prove that Greta Garbo is still extremely camera shy.

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Firestone Supremes are as blowout-proof as a tire can be made. But if a blowout should occur, a safety valve closes instantly, retaining most of the air inside the tire long enough to come to a safe stop riding on a safety diaphragm made of 2-ply cord.



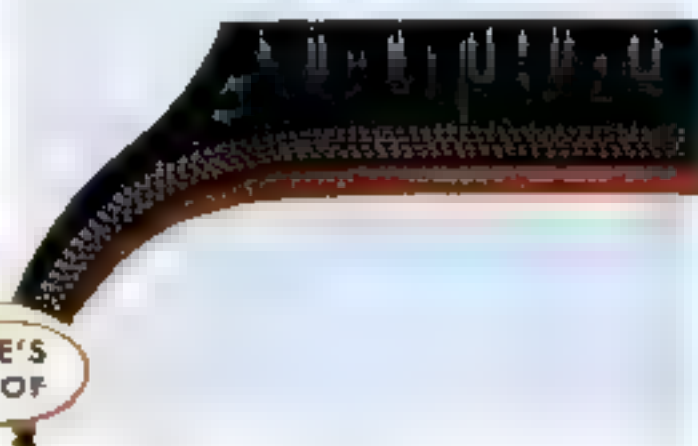
PUNCTURE-SAFE

The extra-deep, extra tough tread resists punctures. But if a nail or other sharp object should penetrate the tire, an inner liner of butyl rubber prevents the hole from widening and soft, sticky, gummy rubber seals the hole without loss of air.



SKID-SAFE

The exclusive Firestone Safti-Grip tread gives you three-way protection against skidding. It has thousands of sharp-edged angles, sure-footed Traction Boosters on the center and outer ribs, and Skid-Resisters which dig in like the claws of a cat.



LONGER-WEARING

The extra-deep tread is specially-compounded for extra toughness and greatest resistance to wear. The Safti-Lock Gum-Dipped cord body is so strong, so safe, that it can be recapped or re-treaded again and again, resulting in amazingly low cost per mile.



Demand for this sensational new tire at present exceeds supply, but production is being increased rapidly and tires are available at many Firestone Dealers and Stores.

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Spaghetti and Meat Balls — Hunt Style

ONE taste? Mother, your family will never stop with one taste of this flavorful, savory dish!...

So give 'em BIG servings! They'll love it — down to the last drop of rich, flavorful sauce!

The recipe's easy. And low in cost, for Hunt's Tomato Sauce costs but a few cents a can. Get a few cans and try it!

*1/4 cup chopped onion 1 clove garlic, minced
4 tbsp. oil or drippings*

Lightly brown onion and garlic in hot oil. Then take:

1 lb. ground beef 1 tsp. salt

Add salt to meat, mix lightly. Form into

small balls and brown in pan with oil. Then add:

*1 can Hunt's Tomato Sauce 1/2 tsp. pepper
1 cup water 2 tsp. Worcestershire sauce*

Cover pan and simmer 40 minutes. Pour over hot spaghetti (8-oz. pkg.) and sprinkle with grated cheese. Serves 4.

When you add Hunt's Tomato Sauce to your recipes, it's like *doubling* your cooking skill. Bright new flavor — new family enjoyment of your dishes. Add Hunt's to meat loaf, casseroles, stews, fish, leftovers! Costs but a few cents a can.



Hunt-for the best

Hunt Foods, Inc., Fullerton, Calif.



IN THE BARN AT READING FRANCASAL AND SANTA AMARO LAUGH INTO THE CAMERA, BUT WHICH ONE'S AT THE RIGHT OR LEFT NO ONE KNOWS FOR SURE

THREE MEN AND THE TWO LAUGHING HORSES

All the men are named Maurice Williams and the horses Francasal
in the English horse racing coup that has mystified Scotland Yard

On the afternoon of July 16 certain events, some of which were later to be recognized as highly irregular, occurred over a portion of southern England. At the time, none of them seemed to be especially unusual however. A summer rain-and-lightning storm occurred, for one thing. For another, a number of bets were made on the various horses running in races at different English tracks. And a little-known French horse named Francasal, running at Bath, seemed to be getting a surprisingly brisk play from the "punters," as bettors are known in England. Indeed, some bookmakers began to suspect a bit of hanky-panky and started "laying off" some of the Francasal money with other bookmakers. About half an hour before the running of the first race at Bath in which Francasal was entered, however, the wire over which bookmakers transmit bets to and receive information from the track went suddenly dead. This circumstance was set down at the time to the electrical disturbance. Presently Francasal raced sleekly over a six-furlong course to victory and a modest £200 purse, and paid his backers the handsome but hardly stunning price of 10 to one.

It was not until late afternoon that the suspicions of hanky-panky were confirmed, with the uncovering of one of the most cleverly engineered swindles in British turf history, involving two virtually identical horses and from two to four quite dissimilar men, seemingly all named Maurice Williams (inset). It had cost unwary bookmakers who paid off several thousand pounds and would have cost less trusting bookies more if they had not reneged.

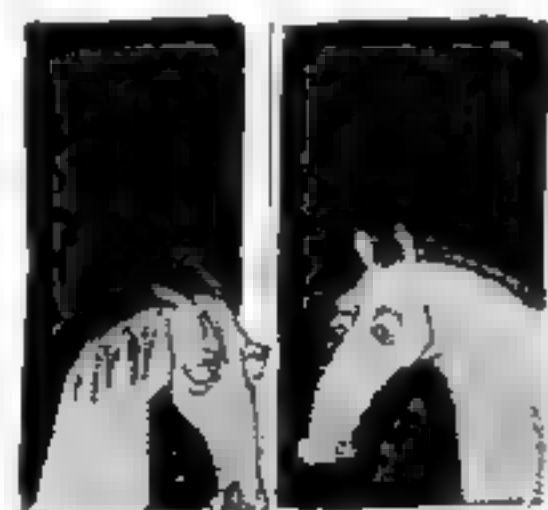
They called in Scotland Yard. But Scotland Yard found the going rather tough. To begin with, who was this horse, Francasal? Well, he was just another 2-year-old that had raced six times in France, finished third once and out of the money the rest of the time. Where had the bets come from? Well, the bets had dropped into the handbooks from all

over Britain, Ireland and the Continent, but one thing they mostly had in common: they came in very late—too late for most of the bookies to lay off the bets or, with the telegraph line broken, to report the sudden influx of Francasal money to the track, and thus drop the odds.

It was then discovered that the bookies' wire to the track had not gone out of commission by accident but that the wire had been deliberately cut, isolating the Bath track from the rest of the outside, or betting, world. Further investigation revealed that two men wearing green work-clothes, apparently posing as engineers, had calmly cut the cable a mile from Bath and driven off in a red truck.

Percy Baily, an Epsom horse trainer of repute who had prepared Francasal for his remarkable race, was questioned and gave a most unusual account. He said he had been commissioned to ready Francasal for the race by the horse's owner, a Mr. Maurice Williams (a name which is far from uncommon in England), but only by telephone (a practice somewhat more uncommon in England). As a result he had never met Mr. Williams personally. Furthermore, when Francasal had first arrived the horse had been exhausted—natural enough after it had been traveling for three days from France. But when only two days later he gave it a workout, Francasal, to Mr. Baily's awed astonishment, ran like a hot-rod. Where was the horse at present? He had been forthwith purchased by a Mr. W. Rook. Mr. Rook could not be found. Mr. Maurice Williams could not be found either. The National Turf Protection Society began investigating some of the big bettors on Francasal (few turned out to be ordinary punters) and found that a small, seedy bookmaking firm over a London grocery had bet £3,500 on him. The manager, one Robert Colquhoun, said the business was really owned by the man at whose behest the big bet was made and his name was Maurice Williams. Mr. Colquhoun said he did not know how to get in

POCKET CARTOON by OSBERT LANCASTER



"Of course I know it's a dreadful thing to have to confess but quite honestly, to me, one human being is exactly like another!!"



**I'm wishing
for the most
wonderful Dolly
in the world!**

23"
TALL

she walks

EEGEE'S SUSAN STROLLER WALKING DOLL

with "almost-real"
SARAN HAIR I can
comb, brush, wash, set
with her own curlers.

What a proud "Mommy" I
will be, when Susan Stroller
is my very own. She's just
like a real-live baby and
she's all dressed up in her
holiday best. My Mommy
says Susan is worth dollars
more because she has such
expensive features.

turns her head as she walks
sits alone • cries for company
closes her eyes to sleep



\$11.98
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LAYAWAY PLAN

A small down payment
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**RESERVE
SUSAN STROLLER
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EEGEE DOLL, Division of
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Laughing Horses CONTINUED

touch with Mr. Williams either, even though he worked for him.

It was at this point that things began to go round and round both for Scotland Yard and English newspaper readers. In a series of quick developments, police first found Francasal in a barn near Reading, owned by a surly horse-van operator named Zicky Webster. But stalled with him was a second horse



JOCKEY GILCHRIST

that, like Francasal, was just 15 hands one inch high, a bay colt with no noticeable markings. Its name was Santa Amaro, and when William Gilchrist, the jockey who had ridden "Francasal" to victory at Bath, was shown them both he could not distinguish one horse from the other until he rode them. It was thus discovered that the horse he had ridden to victory was actually Santa Amaro. Trainer Baily

was also given the horses to examine and confirmed this, adding that Santa Amaro could be distinguished from his double only because of two tiny white spots on his withers. At the same time, police also learned there were at least two Maurice Williamses on the turf, one of whom was five feet ten, thin and mustached, and the other a clean-shaven 225-pounder. Whether either of them bore any spots on their withers was not immediately disclosed. However, the 225-pound Williams came to Scotland Yard (of his own volition, he said), made a statement and left. The thin Williams remained missing. A bookmaker named Harry Kateley Jr. somewhat raised police hopes for a solution by volunteering that he "could tell them all about it." Perhaps he could have. For when the French owner who had sold Santa Amaro to Maurice Williams early this year saw a police photograph of Kateley he took one look and announced, "Why, that man is Maurice Williams." Police promptly sought out Mr. Kateley but he had disappeared. In a headline the *Daily Sketch* demanded to know how many Williamses there really were and answered its own question: "The latest police estimate is four."

But at this point the police had amassed enough information to reconstruct what had happened, if not to find the people who had made it happen. Santa Amaro, the fast horse, was purchased by "Maurice Williams" (probably Kateley) in France shortly after the first of this year for a reported 2,500 guineas. The horse was kept in France while "Williams" returned to London and bought out a handbook owned by one James Davidson. Williams did this with the aid of Colquhoun whose name, in keeping with the general trend toward dual personalities, is apparently really Victor Robert Colquhoun Dill. The new firm opened credit with bookmakers all over England, and in May Williams registered his colors (chocolate with a white hoop) as an owner of race horses in the *Racing Guide*. Soon after, through an intermediary, he bought Francasal, brought both horses to England and registered them also. Francasal was entered in the July 16 race, the bookmaking firm bet £3,500 on him at the last minute and then the much



225-POUND WILLIAMS

faster Santa Amaro was somehow substituted and won the race. The winner's quick sale after the race presumably was planned to obviate any chance of discovery of the substitution.

Just why the race wire cable was sliced (thereby exposing the whole plot) was not so clear. One simple explanation was that the plotters did it to protect the odds. A more complex theory was that one group in the plot double-crossed another and having laid its own bets tried to spoil the other's. Whatever happened it undoubtedly comprised the most elaborate conspiracy since the 1844 Derby scandal when a group of 19th Century highbinders arranged for the substitution of speedy Maccabeus for a slower 3-year-old named Running Rein. The betting ring placed all its bets on the spurious "Running Rein" with one bookmaker, William Crockford, however, and by an incredible coincidence Crockford died of a heart attack while talking with a member of the conspiracy on the very morning of the race. Desperate—since they knew his death voided all bets—the gang draped his body in an armchair near a window in his club where everyone returning from the race (duly won by Maccabeus) saw him and concluded he was only asleep. As a result his death was not discovered for 24 hours and the ring collected its bets—although it was ultimately found out when some of the members boasted too much.

Last week the whereabouts and guilty accomplices, if any, of Maurice Williams were still a mystery, although a third horse named Della's Choice had been mentioned in the case due to the fact that he had been owned by a Mrs. Ada Finegold, who runs a dress shop in the same London building as Kateley's handbook. Mrs. Finegold told reporters the horse was a present from her husband, that it had nothing to do with the Francasal case and that, in fact, she had objected to it as a present, since she would have preferred something more useful. Police had made one arrest: Leonard Phillips, a scrap metal dealer, whom they accused of being the man who sheared the race wire. Said the chief constable of Bath: "The severing of this cable has been discovered to be part of a huge racehorse betting conspiracy." However, Phillips' arrest seemed to bear out the theory of one pub cynic, who had said earlier, "Those chaps who switched the horses don't have too much to worry about, but Lord 'elp the ones who bashed up Her Majesty's communications."

JOHN MULLIKEN



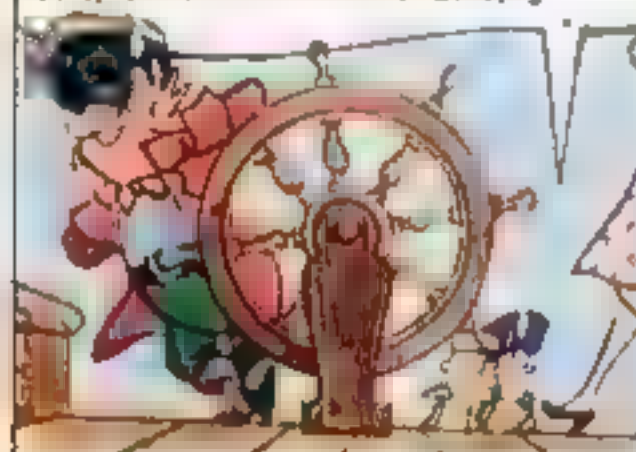
SUSPECT PHILLIPS PROVES SHY WITH CAMERAMEN

WESTERN
UNION
NEW
ARRIVAL!



THE CAPTAIN ALMOST TAKES A WIFE... A Captain Jolly Adventure

THE OLD MAN'S G-GOING SOFT ON US! BRINGING A W-W-LADY ABOARD A PIRATE SHIP! TURNING IT INTO A S-S-SISSY SHIP!



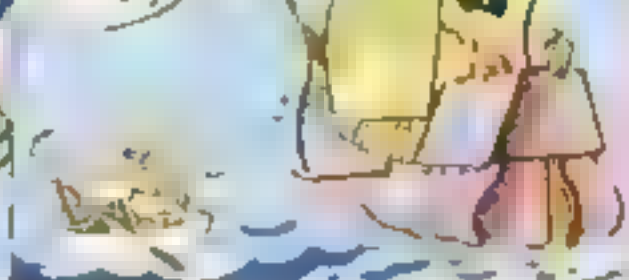
CALM DOWN COOKY! SHE'LL BE GONE SOON! I TOLD HER THE CAPTAIN HATED THE NEW, IMPROVED CORN-FETTI! AND SHE THREW IT ALL OVERBOARD—EXCEPT FOR ONE CASE I HID!



WHICH OF YOU BLOKES STOLE MY CORN FLAKES WITH THE MAGIC SUGAR COAT?



IF SHE WAS A HE, I'D MAKE HER WALK THE PLANK! CORN-FETTI HAS A MAGIC SWEETNESS YOU JUST CAN'T GET OUT OF ANY SUGAR BOWL!



I'D GIVE HALF MY GOLD FOR A BOWL OF CORN-FETTI! IT NEVER GETS STICKY, EVEN IN THE OPENED PACKAGE—IT'S ALWAYS FREE-FLOWING AND CRUNCHY!



HERE YOU ARE, SIR! AND YOU CAN FORGET THE GOLD!



I WOULDN'T GIVE UP CORN-FETTI FOR THE PRETTIEST LASS ON LAND OR SEA! CORN-FETTI EATS SO CRISP AND SWEET DOWN TO THE LAST FLAKE IN THE BOWL!



Post's
Corn-fetti

NEW KIND OF CORN FLAKES WITH THE

MAGIC SUGAR COAT

Now guaranteed not to get sticky, even in opened package, or triple your money back!

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W-
THEIR-FINAL-FLIGHT-AND-MET-TH-

AVENUE-OF-THEIR-PASSING



FINAL TOUCHES are made by Italian workmen who press glass into the ceiling of porch overlooking graves.

MEMORIAL IN MOSAIC TO U.S. WAR DEAD

A chapel in England honors American heroes

When Artist Francis Scott Bradford was asked to decorate a chapel commemorating U.S. World War II dead buried in the military cemetery near Cambridge, England, he decided the design would look best in mosaic. Though he had never made a mosaic, Bradford went to Italy, where he procured chunks of blue glass and various shades of Italian marble he needed and chopped them up into some two million tiny pieces. Then, taking along some Italian artisans to help, he returned to England and stuck the marble and glass piece by piece into cement on the chapel wall and ceiling. Last month, with the two millionth piece in place, Bradford completed the reverent testimony to the men who, in the words of Architect Robert Dean's ceiling inscription, "from these friendly isles flew their final flight and met their God."



FORMAL GARDEN of pools and flowers leads to chapel (background). Cemetery at left has 3,811 graves. Wall at right lists 6,000 Americans still missing.

FINISHED MOSAIC, 76 by 20 feet, towers above Artist Bradford (seated) and monuments official. Gabriel blows down toward green graves of countryside, while angels keep watch over bombers in sky.

Seal in All Your Horse- power



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Veedol High-Detergency
"Film of Protection"

GET all the horsepower engineered into your powerful modern engine. Seal in the great performance your car can give . . . with the famous VEEDOL High-Detergency "Film of Protection."

Only 100% Pennsylvania crude oils go into VEEDOL High-Detergency. This great new motor oil resists blow-by . . . seals in horsepower! It leaves your engine cleaner after draining, because its detergent properties hold contaminants in suspension. And it fights the ravages of acid "engine sweat" by forming a protective anti-corrosion film on metal surfaces.

Don't waste horsepower! Use all the power your car can deliver! Fill your crankcase every 1000 miles with VEEDOL High-Detergency motor oil.



Federal Flying-A-Tires . . .
Good for a long safe ride!

Two things the young crowd loves:
talk, talk, talk on the phone.
And wear, wear, wear those wonderful

Ship'n Shore

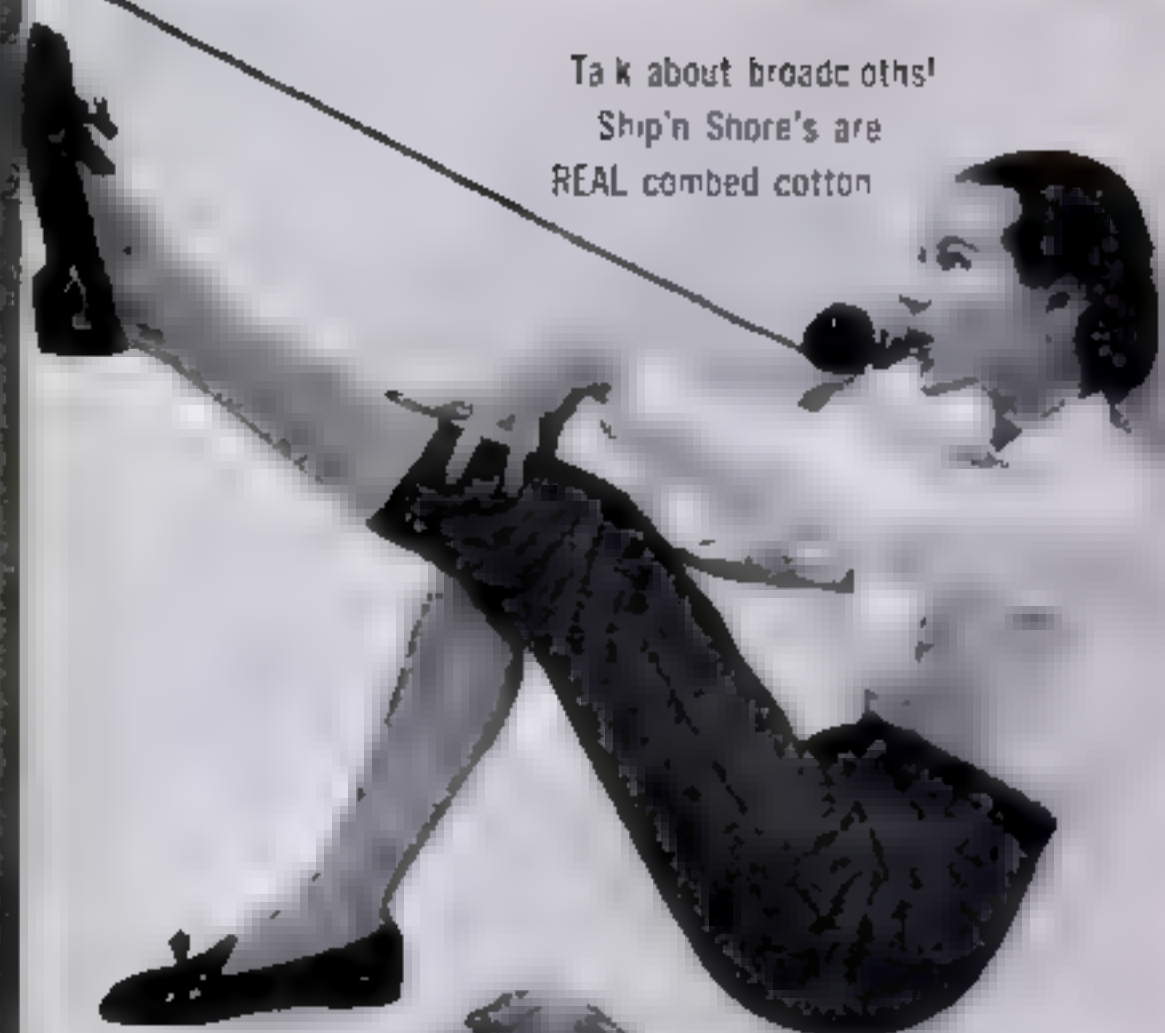
broadcloth blouses... 298



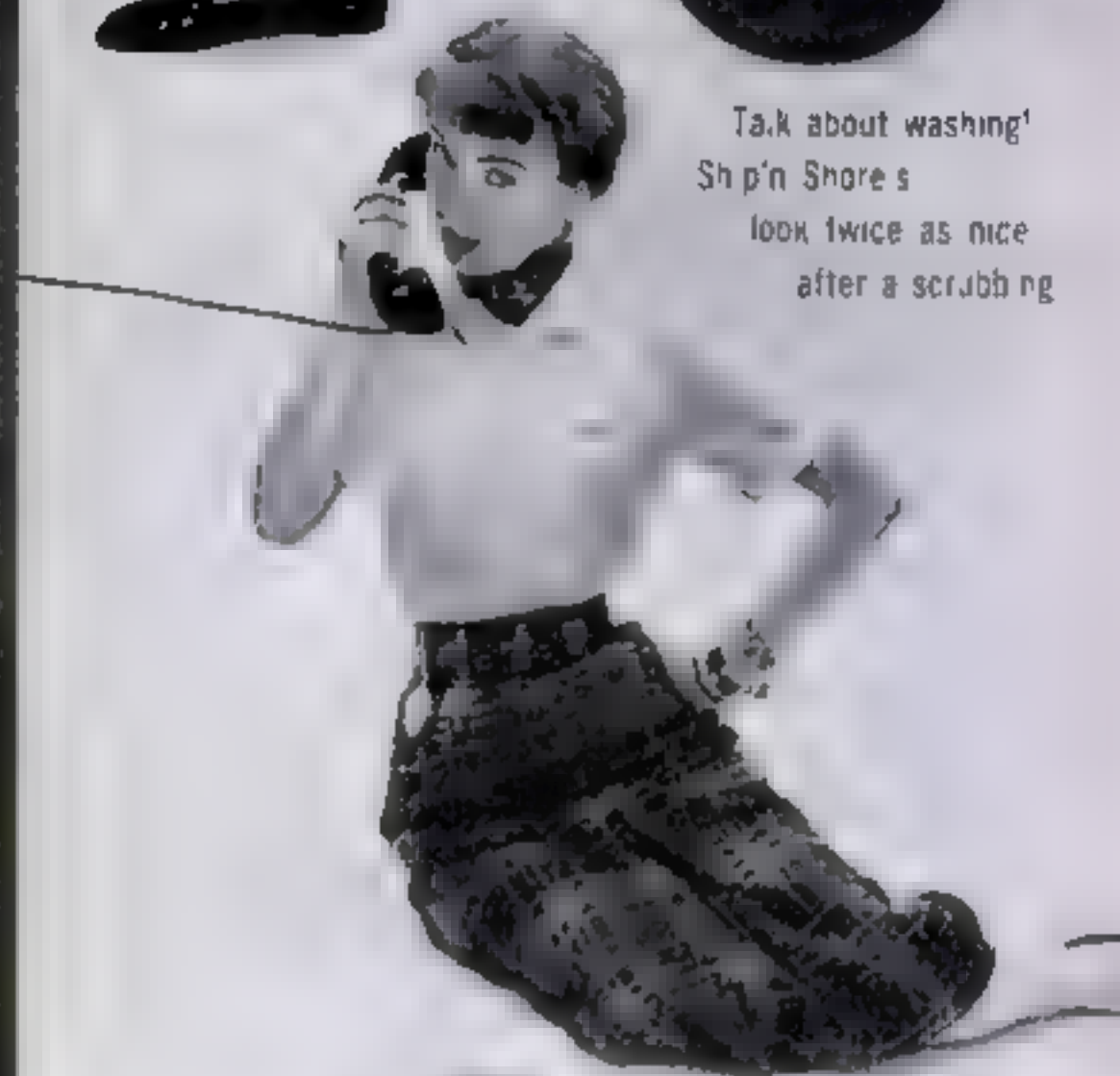
Ship'n Shore

Look for this sign of ever lovely, ever washable blouses. Fine combed cotton broadcloths... long or short sleeves... French and barrel cuffs... white and colors. Sizes 30 to 40. Styles for children, too... \$1.98 and \$2.50

Talk about broadcloths!
Ship'n Shore's are
REAL combed cotton



Talk about washing!
Ship'n Shore's
look twice as nice
after a scrubbing



Talk about prices
Even DAD doesn't
when he sees how
little they cost!



NOW — let's
talk about
men



The Kinsey Report on Women

LONG-AWAITED STUDY SHOWS THEY ARE NOT VERY INTERESTED IN SEX

by ERNEST HAVEMANN

SHORTLY after Dr. Alfred Kinsey published his famous 1948 report on men's sex habits, he got a letter from a woman who hit a particularly shrill note in feminine indignation. The whole study, she complained, was a foolish waste of Dr. Kinsey's time; reading the book was a total waste of hers. For all the book did was prove what she and every other right-thinking woman had known all along, to wit, that "the male population is a herd of prancing, leering goats."

In his new report on women to be published Sept. 14 (*Sexual Behavior in the Human Female*, W. B. Saunders Co., \$8) Dr. Kinsey quotes this letter with some amusement. It turns out, however, that the letter is only another proof that many a truth is spoken in jest, deliberate or unconscious. The letter—like James Thurber's sardonic title *The War between Men and Women*, like Peter Arno's cartoon of the woman reading the report on men and asking with horrified sympathy, "Is there a Mrs. Kinsey?"—is a fairly accurate reflection of what it can now be reported is the one great message of the Kinsey sex studies.

The surprise in the first Kinsey report, if any, was that man's sexual appetite starts earlier, is stronger and lasts further into old age than some people believed. The surprise in the new report—and it will come as a genuine surprise to most people including the various marriage counselors and psychologists who have pretended the greatest knowledge in the field—is that the average woman's sexual appetite starts later and is considerably weaker than anyone has guessed. The optimists who took for granted that the world is so well organized that for every male sex urge there must also be a female urge have been in gross error. The new Kinsey book demonstrates that to the average woman the average man must indeed seem—simply by virtue of his own physique and glandular system and through no fault or volition of his own—like a "prancing, leering goat." To the average man, the average woman must seem—simply by virtue of her own physiology and through no coyness or stubbornness of her own—disinterested, unresponsive and in fact sometimes downright frigid. So completely different are male and female sexual appetites and tastes, says Dr. Kinsey, that it is almost a miracle that "married couples are ever able to work out a satisfactory sexual relationship."

This message, to be sure, will not immediately be apparent to the casual reader of *Sexual Behavior in the Human Female*, and there is indeed considerable danger that it may be lost amidst the turmoil of shock and controversy that is sure to follow publication. The 5,940 interviews obtained by Dr. Kinsey and his assistants constitute a sort of mass confession that American women have not been behaving at all in the manner in which their parents, husbands and pastors would

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CONTINUED ON NEXT PAGE



THE BOOK will be this size, in this yellow jacket, will have 842 pages and will cost \$8. The male study sold 265,000 copies at \$6.50 a copy, so the first printing of the new one is a whopping 250,000.

BAMBURY

Coats for girls .. FEATURING ADD-A-YEAR HEMS*



Two young ladies headed for compliments!

Left: All-wool fleecy plaid fitted coat with pretty velvet shawl collar. Grey and coral or navy and pink. About \$30.

Right: All-wool yarn dyed grey or brown swing style with emblem trim. Lined with Milium® or corduroy. About \$35.

Sizes 1 to 4 with leggings and hat; Sizes 3 to 6x with slacks; Sizes 7 to 14 coat only

Fabric hats to match all coats for sizes 3 to 14 about \$4



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KINSEY REPORT CONTINUED

like to think, and doubtless a great many people will even be loath to believe that Dr. Kinsey has got his facts straight. (He can only reply that if he and his assistants, who have now devoted 40 man-years to the job of gathering interviews, cannot obtain the truth, then the world will never have it.)

What the Kinsey figures show, in the way of bare statistical trees, which may in some cases be mistaken for the forest, is that a great revolution in American women's sex habits occurred

in the 1920s. "Flaming youth" was no mere catch phrase; the young men returning from World War I, their girl friends who were starting a mass move into higher education and white-collar jobs and the adolescents who followed their precepts behaved quite differently from the generation before them. Part of the change, Dr. Kinsey believes, was due to the wide popularity of such frank commentators as Sigmund Freud and Havelock Ellis. Part of it was due to the fact that in World War I camps and barracks a great many upper-class young men, reared under strict moral standards, were thrown into contact for the first time with young men from the lower classes where the unmarried male's pursuit of the female has always been regarded with a certain amount of

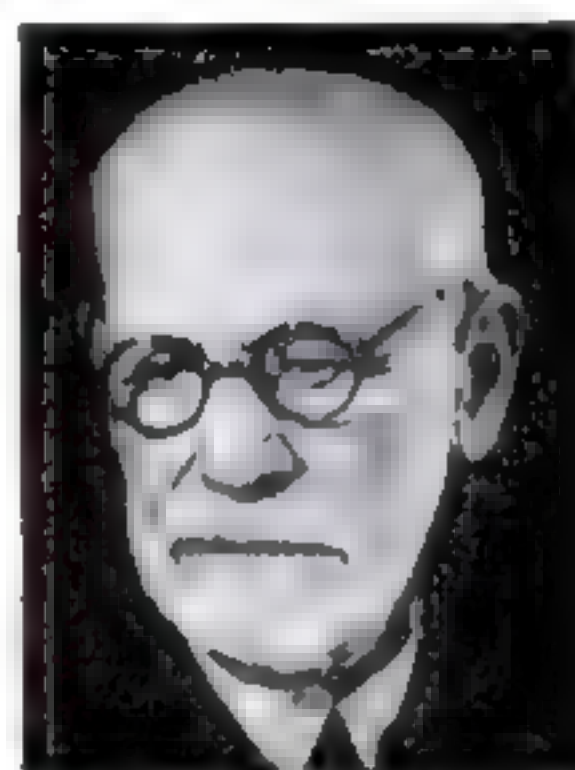


HAVELOCK ELLIS was a pioneer in such works as his *Studies in the Psychology of Sex*.

equanimity. The young men discovered a much more casual attitude toward sex than they had ever dreamed of—and they passed it on to the young women of their class.

As Dr. Kinsey points out, many people have blamed the Great Depression for a breakdown in morals, and others have felt that penicillin, by alleviating the severest possible physical penalty for dalliance, opened the way. But his figures show no such thing. The women born before 1900, and thus well into adulthood by the flaming '20s, seem to be one breed. Those born later seem to be a completely different sort. But the sea change came in the '20s and nothing much has changed one way or the other since. Dr. Kinsey feels that the reason one hears so little about flaming youth today is that its parents, the flaming youth of yesterday, are practically shockproof.

All Dr. Kinsey's statistics, it should be stated right here, must be taken with certain reservations. His 5,940 cases, as he freely admits, are in no sense a statistically perfect sample. It is hard to obtain interviews of this sort anywhere, and much harder in some places than others. Therefore his sample contains too high a ratio of college women and other middle- and upper-class women who could be approached through their clubs or church groups. It is short on women who never went beyond grade or high school, women from lower-class homes in general, farm women, older women and widows and divorcees; in the matter of religious affiliation it is low on Catholics and Orthodox Jews. Strictly speaking, the study is mostly a reflection of the habits of the younger, better-educated city woman. There are indications, however, that women behave pretty much the same regardless of education or family background.



SIGMUND FREUD helped to bring sex into open with his theories on sex in psychoanalysis.

In the 1948 study Dr. Kinsey found many class differences among men: lower-level men had much more premarital experience than college men, much more extramarital experience in the early years of marriage but less in the later years; these lower-level men were prejudiced against nudity and even such displays of affection as kissing, and disdained the "perverted" foreplay common at upper levels. In the new study, he finds by contrast that the women in his sample show very few differences which can be attributed solely to economic background, education or place of birth. The only really important factor in determining woman's behavior seems to be religion; in every statistic on matters considered immoral by

CONTINUED ON PAGE 41

This year's smartest Back-to-School Fashion...

The going-back-to-school crowd has something new and wonderful to talk about. It's the new CROWN NEOLITE Soles... easy on the feet, easy on the budget. Read all about 'em!



WEAR... WEAR... WEAR! Family shoe bills come tumbling down when shoes have new CROWN NEOLITE Soles! They're so very tough, so very durable—give almost unbelievably long wear!

NEW CROWN NEOLITE SOLES



NEVER MIND THE WEATHER! New CROWN NEOLITE Soles are damp-proof—help keep feet dry, keep shoes in shape. They're non-skid for extra safety.

◀ **NOW 25% LIGHTER!** Yes, these amazing new soles are so much lighter and more flexible! Light afoot, comfortable from the very first step, yet they provide a firm platform for active young feet! It's the fashion this fall to STEP ON IT!



OVERWEIGHT is America's #1 health problem. You'll look better, feel better and live longer if you let Florida grapefruit help solve your part of it.



Serve slimming salads starring low-calorie canned Florida grapefruit sections. Let guests take their pick of other salad favorites—cold meat and shrimp will please the men in your life. Melon cubes, grapes or berries in season, and cottage cheese are slimming stand-bys.

How to lose weight and like it!

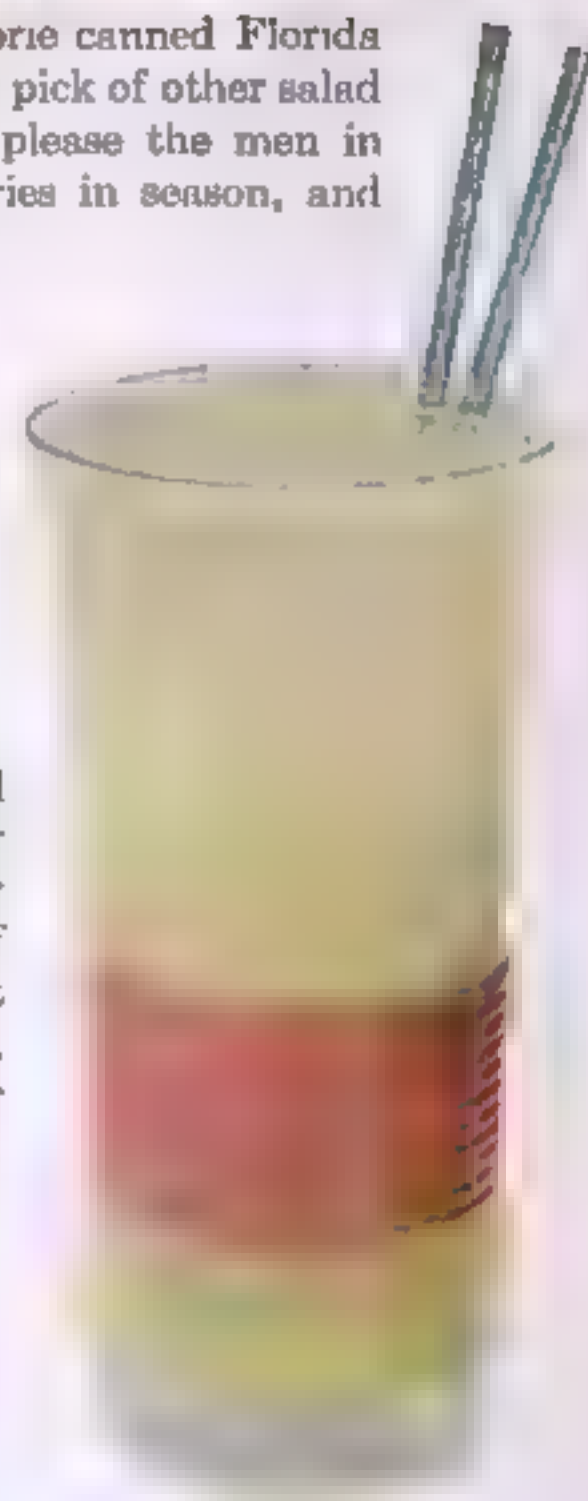
Take the sizzle out of summer with a real cooler, chilled Florida grapefruit juice. Fewer calories than almost any other thirst quencher. Scientists say it actually lowers your body temperature. And it's just about the *least expensive* source of that so-important vitamin C, one vitamin your body can't store up. For pep and energy, you need "C" every day. Canned or fresh-frozen concentrate (keep a supply in your freezing compartment) is ready in minutes and always welcome.

Have grapefruit instead of rich fattening desserts. Fill melon shells with Florida canned grapefruit or grapefruit and orange sections mixed (Florida's Citrus Salad). Add melon balls and berries. Colorful, cooling and just one of many ways Florida canned grapefruit helps you lose weight and like it. For free recipe booklet, send postcard to Florida Citrus Commission, Box 208, Lakeland, Florida.

LOW IN CALORIES.
HIGH IN VITAMIN C

FLORIDA Grapefruit

FRESH FRUIT FLAVOR YEAR 'ROUND IN FROZEN AND CANNED JUICE... CANNED SECTIONS





MEASURE OF INDISCRETION is shown in Dr. Kinsey's findings: 85% of men and 50% of women (left) have had premarital sex experience; 50% of men and 40% of women have been or will be unfaithful after marriage.

KINSEY REPORT CONTINUED

conventional standards, the devoutly religious women score much lower than the moderately religious, and they in turn lower than the women of weak or nonexistent religious ties.

At any rate the statistics, if not perfect, are at least the only statistics in town, and the first good strong ray of light into an area of vast dark ignorance. They show, to begin, that the petting party, that famed and shocking institution of the '20s, has been very much with us ever since. Just about two girls out of five have engaged in petting, necking or whatever the local phrase of the hour calls it before they are even past the age of 15. In the late teens and early 20s the proportion jumps to about nine out of 10 (91%). And by the age of 35 Kinsey finds that of all the women born since 1910 exactly 99 out of 100 have petted. Moreover, taking just the women who were married at the time of the interviews, and were therefore all through with their premarital experience, Dr. Kinsey found that only 10% had their experience with one man only. About a third (32%) had it with two to five men; a quarter (23%) with six to 10, and another third (35%) with more than 10—sometimes indeed 100 or more. The young man's burning question of the early '20s—"Does she pet?"—has apparently become obsolete. She does, and rather indiscriminately.

The great fear among adults in the '20s, of course, was that the petting party would lead many girls to what was called "go all the way." The fear was apparently justified. Among women who grew up before the '20s, fully 86% were still virgins if unmarried at the age of 25. But among those who have grown up since then this figure has declined to 64%, meaning that more than a third of today's unmarried women are no longer virgins at 25. Of all the married women in the sample, almost exactly half were no longer virgins when they married—and this figure would be even higher if computed for today's women only.

Infidelities

EVEN more startling to most people, especially husbands, will be Dr. Kinsey's figures on infidelity among his married women. Of all the married women in the group, one out of five had been unfaithful by the age of 35 and one out of four by the age of 40. And even these figures, as high as they may seem, are behind the times because they include the women who grew up before the '20s. Considering only the younger generations born in this century, the figures indicate that two married women out of every five (40%) have been or will be unfaithful to their husbands. Still others, while technically avoiding the infidelity charge, will engage in intimacies of one degree or another in the sort of extra-marital petting of which country-club terraces have been suspect. The otherwise imperturbable Dr. Kinsey was himself caught by surprise on this last matter; he confesses, "We did not realize the extent of such activity when the study first began." Therefore he did not begin questioning women on this point until recently and his data are incomplete. Of those asked the question it turns out that about one married woman out of six (16%) has become involved, with the figure again doubtless running higher for the younger women. Added to the figure for actual infidelity, it means that well over half of the modern married women are quite "modern" indeed.

Thus the statistics for women, if taken at face value, add up to

CONTINUED ON NEXT PAGE

A G-E First! New-type, lighted dial easier to read in the dark!



Optically engineered lens makes numerals plainly visible from any angle.

THE BRITE-DIAL. Just a flick of the knob at the lower right and you have more or less illumination on the dial as needed to read numerals in dim light or darkness! Optically engineered for non-glare readability. Soft but compelling alarm. Ideal for bedroom or TV. Black case against light dial with gold-colored bezel also gives it a "living room" look.

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The Boudoir only **\$7.95***

THE BOUDOIR, a high-fashion bedroom alarm in House & Garden's new decorator colors: antique white, willow green, and carnation pink or coronation blue. Gay. Feminine. Practical. Sweep-second hand. Dark face. Luminous numerals and hands. Genteel yet firm alarm. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

Enjoy silent, accurate "tickless" electric time. G-E Electric Clocks from \$3.98* to \$845.00*

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nearly as spectacular a record as the one for men which shocked the nation in 1948. The 50% figure for female loss of virginity before marriage compares to 85% for men; the 40% figure for present or eventual marital infidelity is very close to the 50% found for men. But the over-all figures are deceptive and require a great deal of qualification. Of the women who were no longer virgins at the time of marriage, Dr. Kinsey finds, nearly half had confined their experience to their fiancés only, presumably in direct anticipation of marriage. Often there was just a single experience, or just a very few. Among these women only about one in seven (13%) had experience with a great number of men, five or more; and even among the women who were somewhat promiscuous their activity was quite sporadic. The report on men showed that once they start engaging in premarital affairs they tend to keep right on going; the women's record, at least in total number of offenses, is quite innocent by contrast.

The same is true on the matter of infidelity. Nearly half of the unfaithful wives (41%) had only one partner. For nearly a third (32%) the act of unfaithfulness had occurred only a few times, often just once. The whole pattern of infidelity, except in rare cases, was unpremeditated and often accidental. The husband went out of town on a business trip; a friend happened to drop over to return his golf clubs; wife and friend had a few drinks—and Kinsey's adding machine rang again. Sometimes the infidelity was undertaken less for its own sake than in retaliation for a husband's real or imagined unfaithfulness or some other grievance. In a few cases it was a matter of almost pathetic female submissiveness; as Dr. Kinsey puts it, the act of infidelity was "accepted as an accommodation to a respected friend, even though the female herself was not particularly interested in the relationship." All in all, it appears, the figures on woman's promiscuity are mostly a reflection of the fact that the male wolf is always with us, providing as much temptation as he can to as many women as he can.

There is one other set of statistics in the new book which deserves special mention, since it concerns a matter of great curiosity and debate over the years. This is the subject of "frigidity" among wives, and Kinsey's findings are much less black than many people have guessed. In the first year of marriage, he finds, one wife out of four (25%) fails to attain climax, but this figure goes down to about one out of seven (14%) in the 10th year of marriage and is still falling. Dr. Kinsey found one woman who reached climax for the first time in her 29th year of marriage and another for the first time in her fifth marriage. Even though 10% of wives never do attain climax, he concludes that there is really no such thing as physical "frigidity." Between 40 and 50% of the wives, it appears, attain climax nearly every time; for the "median" wife—the one standing halfway between lowest and highest—the figure is about three-fourths of the time. College women, contrary to popular belief, do better than women of less education.

Different goals of marriage

EVEN in marriage the whole pattern of relations seems to be set by the husband; the wife tags along. The man marries, according to Dr. Kinsey, chiefly as a matter of passion. If something goes wrong with the sexual aspect he is quick to seek divorce—or a mistress, or hard drink. The average woman, on the other hand, marries "to establish a home, to establish a long-time affectionate relationship with a single spouse and to have children whose welfare may become the prime business of her life." If the sexual aspect is unsatisfactory she is less likely to be disturbed, for that is not her primary concern anyway.

No two women are alike on this matter; the individual differences are in fact far greater than anyone has heretofore suspected. Perhaps as many as one out of 50 of the women in the sample had lived their entire lives without anything remotely resembling a sexual urge. At the other extreme one woman claimed to be capable of reaching climax as often as 100 times an hour. But the average woman, the figures show without doubt, can certainly take sex or leave it alone. Dr. Kinsey found case after case of women who had brief affairs or marriages with a great deal of sexual activity for a while—and who then, after this was ended, went for months or years or even all their lives without any further experience. The average wife, it would appear, can literally not comprehend how her husband misses her sexually during separations, such as when he is sent overseas in wartime, whereas most husbands would be bitterly surprised to learn how little their wives miss them sexually in turn. Few women actively seek out sex experience or are made terribly unhappy by its absence. All the lewd jokes invented by men about old maids turn out to be merely reflections of how the

The "moisture-shield" in gentle, new Fresh is an extra-effective astringent. This acts as an invisible shield to protect clothes and stop underarm odor.



Gown by Cora Minn,
Dress by J. W.
new Fresh

gentle new deodorant has
moisture-shield
to keep underarms **dry!**

Instantly—Fresh Cream Deodorant forms an invisible shield to protect you and your clothes

Wonderful news! Gentle new Fresh with "moisture-shield," when used daily, ends the problem of perspiration moisture which stains fabrics and causes unpleasant odor. Yes, you're really protected with Fresh!

For the new Fresh formula is superior in anti-perspirant action—acts instantly like an invisible shield to keep you from offending—keep your clothes safe.

University scientists have proved that gentle new Fresh has up to 180% greater astringent action than other leading cream deodorants . . . and it's the astringent action that keeps your underarms dry.

Try this creamy-soft new Fresh today. Regular or Chlorophyll.



FRESH
keeps you
Lovely to Love

Fresh is a reg. trade mark of The Pharm-Craft Corporation. Fresh is also manufactured and distributed in Canada.

"Safety-tested" by PROCTER & GAMBLE
for little girls 2 to 12!

New!



party curl

HOME PERMANENT by Lilt

Prettiest curls at the party!

Lovely day after day!

Nearly twice as fast as any leading children's home permanent!



3 REASONS WHY PARTY CURL PLEASES EVERY LITTLE GIRL...

- 1 So much easier to have than any other children's home permanent. Neutralizes automatically... no pin curls.
- 2 Prettiest Hair in the Neighborhood! Party Curl curls have that envied natural look—are far, far softer!
- 3 Doesn't have to be set between shampoos! Perfectly formed curls can be brushed into place like naturally curly hair.

3 REASONS WHY PARTY CURL MAKES A HIT WITH MOTHER...

- 1 So much easier to give! From start to finish it's nearly twice as fast as any leading children's home permanent.
- 2 A perfectly-groomed little girl! Hair is easy to comb—always has a gleaming-smooth, cared-for appearance.
- 3 Lasts and lasts! Party Curl keeps hair looking better day after day!

\$1.50
(plus tax)

party curl

Children's Home Permanent



NEWEST AND BEST HOME PERMANENT FOR CHILDREN'S HAIR

"Comedians?"

You must mean Abbott & Costello

Are these the famous stars of
"ABBOTT & COSTELLO MEET
DR. JEKYLL AND MR. HYDE"
A U-I PICTURE
(See answer below)



Batteries also look alike,
but **AUTO-LITE STA-FUL**
needs water
only 3 times a year!
IN NORMAL CAR USE

BUD ABBOTT and Lou Costello are world-famous comics. Everyone recognizes them on sight. But famous people can have look-alikes and so can car batteries. That's why it's important to remember that the Auto-Lite "Sta-ful" Battery needs water only three times a year in normal car use, and lasts longer, too! So don't be deceived by appearances. Be sure to look for and get the Auto-Lite "Sta-ful."

Money cannot buy a better battery. David Cohen (top) and Anthony Blair of New York are frequently mistaken for Abbott and Costello, but they've never met the comedians. You may have guessed wrong about the picture, but you will be right every time about the battery you buy if you see your nearby Auto-Lite Battery dealer. Remember, "YOU'RE ALWAYS RIGHT WITH AUTO-LITE."



Phone Western Union . . . ask for "Operator 25" . . . she'll give you the name of your nearby Auto-Lite Battery Dealer. There is no charge for this service.

Tune in "SUSPENSE" . . . CBS Television Tuesdays

AUTO-LITE sta-ful

A PRODUCT OF AUTO-LITE—MANUFACTURERS OF SPARK PLUGS, BATTERIES AND ELECTRICAL SYSTEMS



FOUR AUTHORITIES on female sex are (left to right) Clyde Martin, Paul Gebhard, Dr. Kinsey and Wardell Pomeroy. These four did all questioning, hence presumably know more about women than any other men in the world.

KINSEY REPORT CONTINUED

men themselves would feel and behave under the circumstances. The rate of female homosexuality is also far less than legend would have it; only about one woman in seven or eight (13%) has ever had an all-out homosexual experience. (The figure for men in the 1948 study was better than one in three—37%).

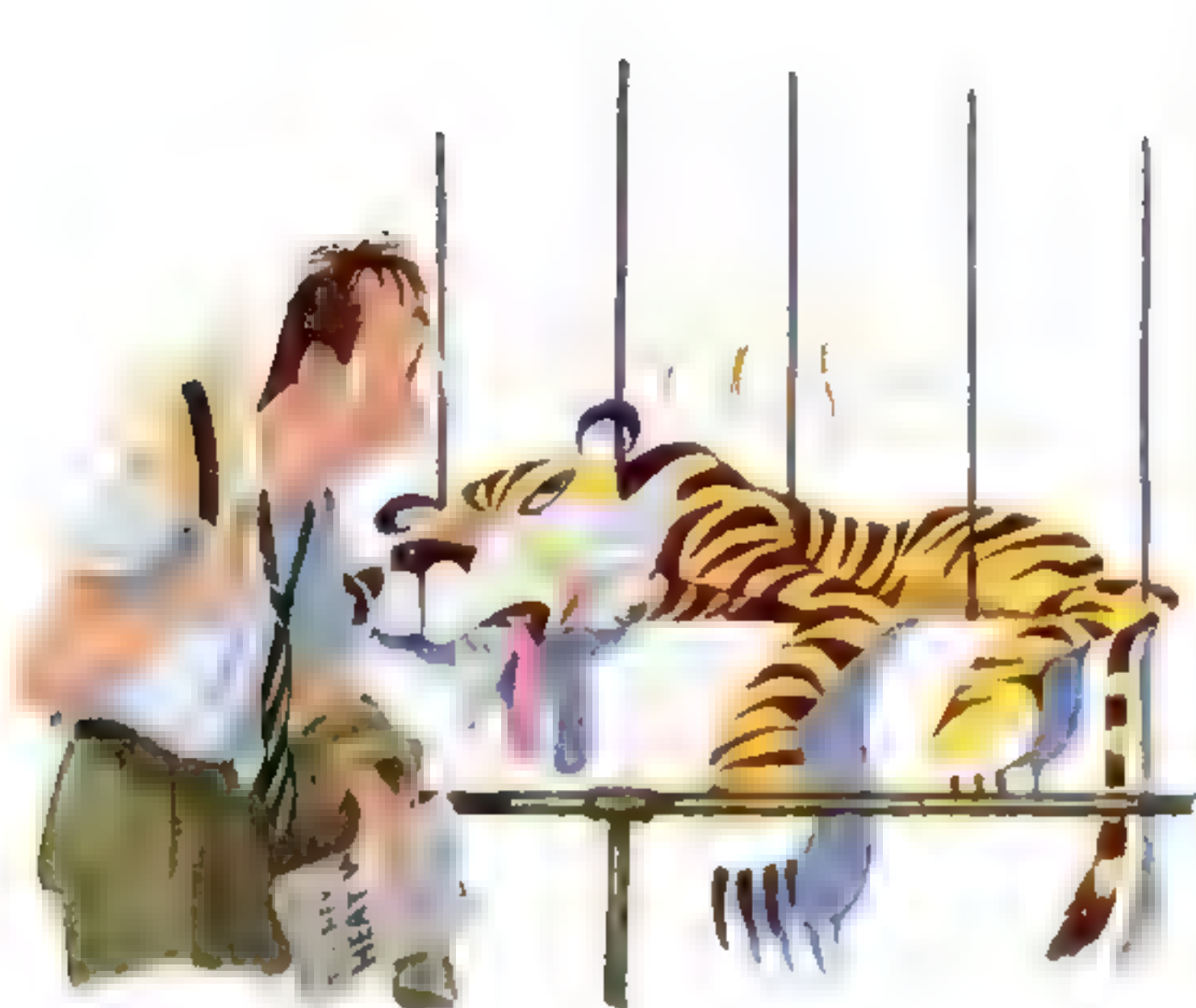
What all the figures in the two Kinsey studies reduce themselves to, in the final analysis, is that woman is the placid gender, the female guppy swimming all unconcerned and wishing she could get a few minutes off to herself, while the male guppy pursues her with his unrelenting courtship. And along with this difference in vigor of appetite goes a pronounced psychological disparity. The average man, Dr. Kinsey says, is more or less constantly preoccupied with sex; he is a natural-born Peeping Tom, a great admirer of the Bikini bathing suit and the musical-comedy chorus line, a supersensitive alarm system ready to start clanging at the first glimpse of a neat ankle, the first whiff of perfume or even the first brainwave of his own highly imaginative thoughts. There has been a great body of pornographic literature and art since the beginning of time, and practically all of it has been produced by men, practically none of it by women. In such literature, Dr. Kinsey points out, "there is considerable emphasis on the intensity of the female's response and the insatiability of her sexual desires. All of these represent the kind of female which most males wish all females to be." But half or more of all women are amazed by all this. They themselves seldom dream or day-dream about sex; the mere sight of husband or lover, no matter how handsome he may be, leaves them cold; they consider the human body to be, if anything, rather repulsive.

The misunderstandings bound to arise are innumerable. A husband feels unloved and unwanted when his wife fails to become passionate at the sight of his manly chest at the beach. He feels completely rejected when she decides, while away from him on a trip to visit her family or her children at college, that she is having so much fun she would like to stay for an extra week. A wife discovers that her husband has a collection of erotica, or likes to watch a neighbor who leaves her shade up, and takes this as a personal insult or as evidence of a dangerous abnormality on his part. Or she decides that he is out of his mind to get romantic notions when there is housework to be done or a delivery boy might be knocking at the door—while he in turn thinks she is completely "frigid" to let such incidentals get in the way.

Tradition becomes myth

ALL of this will probably be much less surprising in Europe, where many wives have found it quite a relief for the husband to take a mistress, than in the peculiarly superromantic U.S. of 1953. Our whole society here has in many ways been predicated on the theory that no man is safe on the streets at night. In our fiction, especially the best sellers which purvey pornography in the name of history, all women have heaving bosoms and nostrils eternally aquiver. In movies the standard close-up shows the heroine with eyes closed, breathing hard, as she melts into the arms of the hero; Marilyn Monroe is the most publicized movie star of

CONTINUED ON PAGE 33



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all because she can convey this impression of total passionate surrender even while walking rapidly away. On Broadway the top serious drama, *Picnic*, is dedicated to the proposition that if a sufficiently virile young ne'er-do-well shows up and flexes his muscles, every woman in town from 14 to 60 will swoon into idiocy. A long-run musical, *Guys and Dolls*, assumes that even a lady evangelist will start vibrating the minute a good-looking hellion pinches her cheek. ("If I were a bell," sings the evangelist, "I'd be ringing.") Advertising men rely on the seductive female, in bathing suit or less, to sell everything from bobby pins to yachts. In popular songs the girl is always saying "My man, I love him so," or "Hold me, thrill me, kiss me," and most popular female singers go even further than the lyrics; they deliver even innocent and completely asexual songs like *That Doggie in the Window* with winks, leers, bumps and grinds that would shock an Oriental brothel keeper.

To this general atmosphere of supercharged sex two groups of "experts" have contributed a great deal of added pressure. The authors of the various marriage manuals, which started with Ovid in the first century of the Christian era, appeared in the U.S. right after 1900 and have now had a total sale in the millions, have assumed that woman's pleasure in sex is strictly a matter of male technique; any woman can be deliriously happy if only her husband has read the books. (If anything, Dr. Kinsey believes, the advice in the marriage manuals would hinder the woman's enjoyment.) The psychologists and psychoanalysts, on the other hand, have assumed that sex is entirely in the head; any man and woman, once free of neuroses, are bound to hit it off beautifully. This has put a terrible burden on the poor individual, male or female, trying to get along but subject to all the human dislocations that Dr. Kinsey describes in his new book. To admit any kind of sexual maladjustment has seemed to be the great exception in our ecstatically sensual society. It has also been an admission (according to the marriage manuals) that you, if a man, or your husband, if you are a woman, must be an ignorant lout, and furthermore (according to the psychologists) that you are ready to be psychoanalyzed.

The woman's dilemma

THE average woman, overwhelmed by what seems to be the weight of public opinion, often comes to regard herself as the frigid exception to the passionate female world. She usually has no direct way of checking this opinion, for, as Dr. Kinsey reports, "neither younger girls nor older women discuss their sexual experience in the open way that males do." She struggles alone and often in ignorance; only 5% of the women interviewed by Dr. Kinsey had received anything but the most rudimentary sex education from home, school or church. She reads the books of imaginative male authors; she goes to the plays staged by imaginative male directors, and then often feels cheated and frustrated because she cannot muster the feelings she is supposed to have. Often she pretends to have them, at great strain to her integrity, rather than seem a freak. At the same time, the average man has had no way of knowing that the eternally passionate woman of his dreams is only a creature of his own—and of male litterateurs'—wishful thinking. He too feels that his wife, the average woman, must be the frigid exception and he himself the victim of very bad luck in the draw.

As if all this were not problem enough, nature has arranged for men and women to mature and age at entirely different and incompatible rates. As the 1948 report showed, men reach the peak of their capacity right at puberty and are in a constant state of decline thereafter; it is one of the great human ironies that the "boy" at high school graduation is already over the hill, so to speak, as a reproductive adult. All the statistics in the new volume indicate what many writers have already suspected, namely that woman's sexual appetite matures more slowly. The average girl at puberty, while the boys around her are often completely absorbed in sex, scarcely knows the meaning of a sexual urge. This must await her late teens or even her 20s. She will never have the abrupt peak of the male; her appetite will gradually increase until she is in the late 20s. Nor will she, Dr. Kinsey now discovers, then have the steady decline of the male; her vigor will remain at a more or less constant level into her 50s or 60s.

It follows from the Kinsey figures that the process of maturing and aging can take several different forms in marriage, none of them favorable. In the most common case, the graph curve of the man's appetite starts way above the woman's; as he then ages and she rises to her age-proof plateau, the curves come closer but

CONTINUED ON NEXT PAGE



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ONE OF THE 5,940 is questioned (left) by Pomeroy. At right, the completed questionnaire goes on IBM card to be computed with all the others.

KINSEY REPORT CONTINUED

never quite meet. About the best that can be said of the physical problem here is that the passage of time mitigates it. In the rarer case, where the man is of less than average and the woman of more than average vigor, the man's curve as it declines eventually crosses the woman's. What occurs in that event is an early-marriage period where the husband's desires exceed the wife's, followed by a brief period when the two are in harmony; after that the wife's vigor exceeds the husband's and the discrepancy grows greater by the day for the rest of their lives. This situation is often further aggravated, as Dr. Kinsey points out, by the psychological relations between the two. In the early years the wife's lack of interest may have antagonized the husband and eventually driven him to another woman; among better educated men, the 1948 report shows, the number engaged in extramarital affairs rises steadily to the age of 50. Thus at the very time the husband's vigor is falling further and further below his wife's, he may be paying less and less attention to her anyway. The result can only be that a once annoyed wife is now a highly frustrated wife.

The most tragic problem of all, and fortunately the rarest, concerns the occasional woman of very strong appetite—the woman known to everyone except Dr. Kinsey, who refuses to use a term with such connotations of opprobrium, as the near or total nymphomaniac. If such a woman marries in her teens, as she is inclined to do, she may be very happy for a time. But her curve is still on the way up, while her husband's curve is sharply on the way down. The pair who are ideally mated in the teens can be bitter strangers in the 20s, the man run ragged, the woman unfulfilled. Dr. Kinsey, who greatly sympathizes with young people in their search for sexual fulfillment, likes to point out—for the benefit of present-day moralists and lawmakers—that such famous lovers of the classics as Romeo and Juliet, Daphnis and Chloe and Tristan and Isolde were all in their teens and would have been labeled juvenile delinquents by our current official standards. It is equally true and even more ironic that had not all these love affairs been broken up at their glowing romantic peak by adversity of one kind or another, they would probably have ended in mutual recriminations, bitterness and possibly even divorce a few years later. The sad message of the new Kinsey report is that if a man and woman find themselves sexually compatible at 15 or even at 20 they can look forward to nothing but a precipitous decline in their relations thereafter.

More than hormones

THIS strangely unequal aging process has been the subject of considerable study by Dr. Kinsey, and he concludes that it does not depend at all upon the sex hormones themselves. Instead there is some evidence that two other internal secretions may be involved. One is the 17-ketosteroids, so called because of their molecular composition. These 17-ketosteroids, produced mainly in the adrenal glands, show up in great amounts in the male at puberty and sharply decline with advancing age, without any such corresponding sharp rise or aging decline in the female. The other, according to the best evidence now available, is the hormone secreted by the pituitary gland, the little pea-like structure, up in the brain, which seems to have a close connection with general bodily growth. (Giants have overactive pituitaries; in dwarfs the

CONTINUED ON PAGE 55

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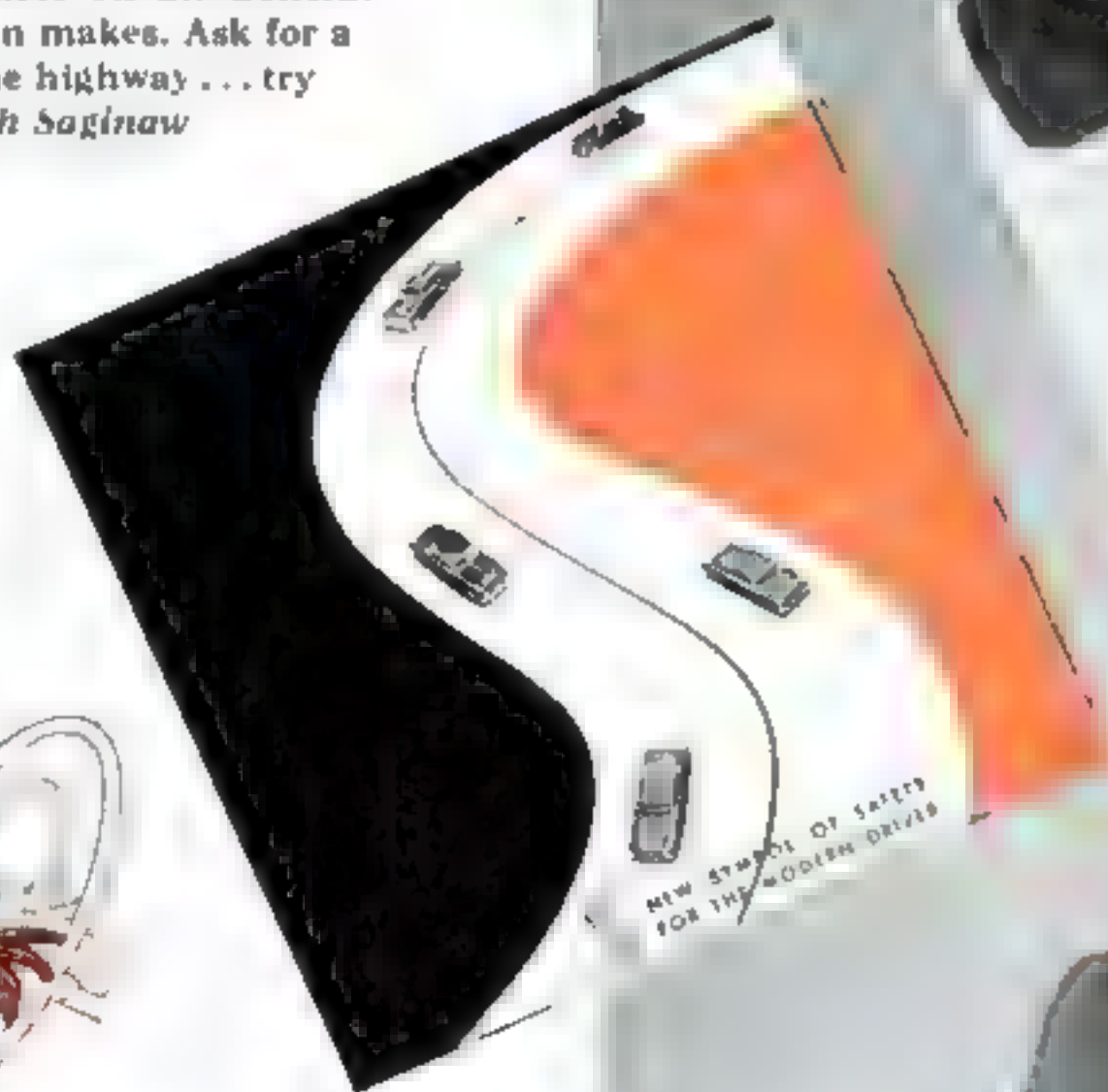
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KINSEY REPORT CONTINUED

gland is underactive.) Animal laboratory work has shown that as roosters get older their pituitary glands gradually fill up with little granules, for all practical purposes like grains of sand, known as mitochondria. As more and more of the gland is filled with mitochondria, it naturally becomes less and less effective at producing its hormone. In the pituitary of the hen, for some odd reason, these granules do not form in such numbers and the glandular function may remain unimpaired all her life. Nobody has yet discovered whether the same thing happens in human beings, but it would be logical to assume so, and the assumption is interesting if true. (One of the magazine writers who went last spring to Dr. Kinsey's headquarters at the University of Indiana to study the book manuscript for the preparation of articles like this one reported that for weeks afterward he was depressed because every time he was left alone in a quiet room he seemed to hear another grain of sand fall into place.) There is nothing, however, that can be done about all this. The unfortunate fact is that on the matter of sexual vigor a man and wife can meet but briefly, if at all.

All these findings—that man's sexual appetite generally exceeds woman's, that his psychology is far more active and excitable and that disparate aging processes make any prolonged physical compatibility between man and wife impossible anyway—add up to a difficult picture. It is not surprising to find Dr. Kinsey reaching the conclusion—not only from the 5,940 cases reported in the new book but from all the other thousands he has gathered for the 1948 report and for volumes yet to be written—that serious conflicts over sex occur, at least at one time or another, in two-thirds of all American marriages.

'More human document'

THE findings have greatly impressed Dr. Kinsey and affected his attitude toward the problem he has been studying for the last 15 years. In his previous volume on men he described his work as "an attempt to accumulate an objectively determined body of fact about sex which strictly avoids social or moral interpretations." His new book, while it still presents the statistics in a spirit of letting the chips fall where they may, is far less cold and aseptic. Now that the evidence is in he has changed in part from scientific observer to philosopher. He himself has informally described the new book as "a much more human document" than the first one—and the fact is that it may be just a little too human for some critics.

Dr. Kinsey makes it very clear that he considers modern sexual conventions to be mere superstitious, the uncritical acceptance of a primitive heritage from Hittite and Talmudic days. He likes to point out that woman's satisfaction in marriage is often correlated with how much activity, of any sort at all, she has had previously. All in all he advocates liberty and scorns our conventional moralists in a manner that is bound to antagonize a great many people. It would not be surprising if *Sexual Behavior in the Human Female* became the most controversial book of the century, and Dr. Kinsey himself a greater storm center than all such previous Eros' advocates as Freud, Judge Lindsey, Theodore Dreiser, Sherwood Anderson and Bertrand Russell.

It would certainly have been the better part of valor and might have been simpler all around if Dr. Kinsey had been content to remain the observer and let his very eloquent figures speak for themselves. Even if the expected storm develops, however, it will hardly blow away the figures or the ultimate meaning of the book. The real message Dr. Kinsey's work has for society—and it is perhaps the most important discovery ever made in the field of human behavior—is just this: 1) The relations between men and women have been anything but a howling success in the past, all the romantic and oversensual atmosphere of our times to the contrary notwithstanding. 2) They cannot be an easy success because of the very nature of the physical and psychological differences involved. And 3) only greater knowledge, understanding and sympathy on both sides seem to hold much hope for betterment. "Sexual adjustments between husbands and wives," writes Dr. Kinsey, "could be worked out more often if males understood that the reactions of their particular wives represent characteristics which are typical of females in general, and if females more often understood that the sexual interest shown by their particular husbands represents qualities which are typical of most males." If just that one thought survives, and everyone learns that all people are more or less in the same boat on these troubled waters, it should do a great deal to relieve the hurt feelings and rancor that often hover over the sex problem today.

CONTINUED ON PAGE 59

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KATHLEEN NORRIS has published 81 novels, mostly about women. Her husband, Author Charles G. Norris, died in 1945. She has one son, three grandchildren.

'Incredible'

THE STUDY, SAYS MRS. NORRIS, CONTAINS NO SURPRISES; AND IT MIGHT BE HARMFUL

by KATHLEEN NORRIS

NO one could approach this burning question in a spirit less scientific than mine. With a deep-seated distrust of statistics of all sorts, it is rather a source of satisfaction to me that I have read no books on the sex behavior of either sex, and that Dr. Kinsey's book about women will not be published until some weeks after this article is written. My comments are on Ernest Havemann's summary of the book.

But even by this indirect approach it amazes me to find that it has taken Dr. Kinsey and his board of assistant investigators "40 man-years" to reach the conclusion that women are less susceptible to sex impulses and less enslaved by the urge for sex experience than men are!

That these men should at this date make this impressive announcement is incredible. There is not a woman in the world who has not been aware of it since her earliest teens. As one of the most sternly guarded little girls of the late Victorian era, I knew of this. The girl must keep up the barriers. The boy could not and would not. There was no lenience for girls who stumbled, but boys must be forgiven the sowing of wild oats because they just couldn't help it. All this was perfectly recognized some 60 years ago.

After all this, it is not strange that it does not take us women "40 woman-years" to discover that women, susceptible enough to love affairs based on personal attractions, are not born with the deep irrepressible need to look about them for all the years of their lives, in restaurants, crowds, trains, for a delectable male eyebrow or the shape of a man's fine hand.

Dr. Kinsey and his associates claim that they reached their conclusions after getting statistics upon the most delicate, the most secret affairs of the hearts of 5,940 women. Just how this was done I confess I am totally at a loss to imagine. To be sure, Dr. Kinsey admits that it was harder to get this sort of information in some places than in others, and that the ensuing statistics were not quite fair because too large a proportion of answers came from women of the college, church, middle- and upper-class types. How does the questioning start?

Some women must answer with a stinging blow to the left eye

CONTINUED ON NEXT PAGE



FANNIE HURST has written novels, short stories and plays, notably *Starlust* and *Back Street*. Her husband was the late pianist-composer Jacques Danielson.

'Nourishing'

THE STUDY, SAYS MISS HURST, WILL LEAD TO BETTER UNDERSTANDING BETWEEN SEXES

by FANNIE HURST

DR. KINSEY's first book on what now promises to be a continuing study of sex behavior rattled the teeth and inhibitions of the nation. Taboos stirred in their long sleep. Legitimate and needed nouns, nastied only by the nasty in mind, crept out of the mire of their exile to become respectable, via Kinsey. Statistics became more than a sign language.

And now the doctor has done it again, in *Sexual Behavior in the Human Female*—this time with the girls, who for reasons immemorial seem more challenging to popular interest than the less dramatic and dramatized male.

Thanks to the providential snatching of his tomes from the exclusive jaws of science into the realm of popular consumption, sex no longer rears a traditionally ugly head. On the contrary, it now lifts one socially acceptable, clean-shaved and fit to enter the drawing room, the schoolroom or even the good graces of Emily Post.

America still rocks with the novelty of it.

What novelist or dramatist, on top or under the ground, whose social investigations are published under such titles as *Nana*, *Hedda Gabler*, *Man and Superman*, *Camille*, *Forever Amber*, *Romeo and Juliet*, *Back Street*, *This Side of Paradise*, *Anna Karenina*, can match this: Weeks before the publication of the impending *Sexual Behavior in the Human Female*, representatives from the major newspapers and magazines of the nation journey from its four corners to Bloomington, Ind. to descend, like journalistic locusts, for advance glimpses of the proof sheets of *Sexual Behavior in the Human Female*.

Can it be that Dr. Kinsey is giving us the most comprehensive study on the mechanics of sex on record? Yes, can be and is. Except for scientific studies of groups in colleges or communities, sexual behavior and the resultant social patterns have never been set down on anything like the Kinsey scale. And this publication of his reports on why we are sexually the way we are would seem to mark the first time that these facts, presented scientifically, have hit the mass ear and the mass mind.

But the report is almost certain to be hotly controverted by a world not too far removed from the "birds and bees" approach to sex discussion—like the lady who replied to the psychology

CONTINUED ON PAGE 62

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KATHLEEN NORRIS *CONTINUED*

of the interlocutor. But 5,940 women answered. And the resulting figures are that of women born since 1910, all but one percent had "petted," with varying degrees of intimacy, by the time they were 35. Fifty percent of the married women who were questioned were not virgins at the time of marriage, and 25% of the women who had reached 40 were unfaithful after marriage. Of those born since 1900 two married women out of five, or 40% of our married women, have been or will be adulteresses.

Believe me, Dr. Kinsey, the women who told you of such girlhood and postmarital sex experiences were of an easily recognized sort: the sort who wrote themselves letters from imaginary lovers, in high school days, and have gone right along into womanhood fabricating sensational affairs. This is not uncommon. But genuine women, with something in the past of which they are ashamed, something to which their thoughts must occasionally turn with pain and reluctance, don't talk about it.

It has taken many ages to put certain words and what they stand for into our daily use and practice. Words like purity, honor, truth, modesty, self-control. They stem from the old religions, and from the Sermon on the Mount, some 2,000 years ago. Our world with its schools and libraries, churches and homes, universities and hospitals, its galleries, its great operas, its wide highways, its standards, however we fall short of them, of charity and brotherhood, stands in sharp contrast to the worlds of the jungles. It can recede, I suppose, this civilization of ours, if in losing faith we lost all the rest. And the eternal animal in us, the flesh that looks only to flesh, will win the day.

One thing I did glean from Mr. Havemann's review of Dr. Kinsey's book. I mean the suggestion that many a man feels, in the beginning of his marriage, that he has by bad luck picked a woman to whom the intimacies of marriage mean little or nothing. He fancies that there are women, average women, who remain all through life in the perfumed, ecstatic, fearful yet adoring mood of the radiant girl he carried over his threshold on a memorable night.

Well, if he got a well-balanced woman, eager for life in all its revelations, revelations that include companionship, planning, laughing together, worrying together, friends, trips, and presently the delight of children, let him not worry if in the beginning his bride shows no special promise of becoming forever an Amber.

The more serious duty

WOMAN, being more practical than man, and having the more serious duty to perform toward the race, is naturally a little more hesitant, a little less eager for an experience upon which she has not centered her thoughts as has her mate throughout her youth. But real affection for him, real confidence, real desire to share his life, soon take care of that. She grows to her height as wife.

She is the one who must presently deal with life; life the perishable, the valued-beyond-everything valuable, the irreplaceable. She is constantly embattled against death in her nursery. Death can come to her children in a hundred forms, from germs, from burns and breaks, from stairs, windows, ropes, rain pools, swings, knives, scissors, motorcars, medicines, ladders, bathtubs, matches. Today's paper tells her of children lost through just one moment's carelessness. Yesterday's papers had their quota; tomorrow's papers will have theirs. And for every fatality there are a hundred narrow escapes that paralyze her with terror.

This tremendous responsibility develops women; they accept it as a part of the proud estate of being wife, homemaker, mother, and as the pattern of their lives falls into the happiness of their old dreams, so does every phase of it seem the right and natural thing; natural because it is so entwined with what is supernatural, and right because honest, deep, well-tried love makes it right.

Ernest Havemann's final, dismal conclusion from the investigations and the "manhours" of work is that the sex urge can take several different forms of maturing and aging, in marriage, "none of them favorable." This is enough to stagger any girl wistfully looking forward to a normal loved-and-loving marriage.

And therein lies much of the harm in Dr. Kinsey's book. For young and unmarried readers such a book is not harmless. If it convinces them that the purely physical side of wedlock is the all-important one, then they are doomed to alternating unsatisfactory matings and divorces. If on the other hand our teaching and example embrace the spiritual and mental phases of marriage, the consideration, unselfishness, working, planning, playing together that form the ideal union, then they may be ready for life's greatest adventure.

CONTINUED ON PAGE 12

JUICY FRUIT S

**One Try
and
You'll
Always
Buy**



So Many
FLAVORS
and
SO GOOD!

CANDIES

New York 13, N. Y.

Niro says—
**Your Whole Family
WILL ENJOY
CLEAN RUGS**
NATIONAL INSTITUTE OF RUG CLEANING, INC.

**EVERYBODY'S
REACHING
FOR**

Fineline
PENS, PENCILS, AND BALLPOINTS

STOMACH UPSET?
banish Acid Indigestion
Heartburn fast with...

TUMS
FOR THE TUMMY

STILL ONLY ONE A ROLL
Three roll package
a quarter

GUARANTEED TO CONTAIN NO SODA

THERE'S SOMETHING WONDERFUL ABOUT

Chips

SIZES 4 TO 12

Twiggs

SIZES 2 TO 7

in school or out . . .

he'll cheer about

Change-Away Fashions

Round-the-day . . . round-the-seasons, it's Chips and Twiggs fashions that magically change-away to carve many wardrobes out of just a few. Wonderful new companions—staunch and dependable—in or out of school. Wise investments in fashion with extra dividends in carefully selected fabrics, in colorful patterns, in preferred tailoring and in extra years of wear!

MIRACLE FABRICS are wonder-wearing! Gabardine Topcoat (30% Decron®, 70% Viscose rayon) all-wool zip-in lining . . . \$22.95
Matching cap . . . \$1.95
The suit (35% Decron®, 65% wool), wrinkle-resistant, wears longer, holds shape even in the rain! . . . \$24.95
Viscose blend shirt, warm, soft, lightweight! Colors to Decron. Washable. . . \$2.95

*Du Pont's Polyester Fibra

STORM-WARMER
Sturcoat to rayon and nylon gabardine with quilted check cotton flannel lining backed with all-wool. Same check under mouton collar . . . \$13.95
Matching hat . . . \$2.95
Washable long sleeve knit shirt edged in cotton flannel check . . . \$2.95
Matching rayon and nylon gabardine slacks . . . \$5.95
In CHIPS, SS Sizes 10-20
Jacket \$16.95 Hat \$2.95

STORMAWAY JACKET
Tough, durable year-round weight! Washable, wind and fade resistant, water repellent. Quilted check cotton flannel lining—same under collar, cuffs . . . \$7.95
Matching shirt . . . \$2.95
Cap to match . . . \$1.95
Washable Aqua-flannel slacks (85% wool, 15% nylon). Sunfaston treated . . . \$7.95
In CHIPS, SS Sizes 10-20
Jacket, \$9.95, Cap, \$1.95



BUTTONED IN BRASS. The plaid corduroy vest with kangaroo fitting knit back. In complete color range for fall . . . \$3.95

ROUND-ABOUT-REVERSIBLE—rayon gabardine jacket reverses to check rayon, has contrast turn-up collar and cuffs . . . \$8.95
Cap to match . . . \$1.95
Matching rayon gabardine shirt with check edged collar for complete outfit coordination. Nearest full shades. Guaranteed washable . . . \$2.95

CORD PLAY-A-WAY
High fashion, long wear in plaid corduroy (jacket with knit cuffs and bottom, plus quilt check cotton flannel lining. Snap button front. Washable! . . . \$8.95
Matching boxer slacks, check corduroy waist-band . . . \$4.95
Cotton knit shirt with newest check cotton flannel bib front . . . \$2.95
Cap to match . . . \$1.95

"LORETTE", HILKKE's 55% Du Pont Orlon®, 45% wool, in a Twig Eton that's going places! Coarse resistant, shape-holding. Lined, washable (Twiggs sizes only) . . . \$14.95
Cap to match . . . \$2.50

*Du Pont's Acrylic Fibra

All prices shown are for CHIPS SIZES . . .
TWIGGS SIZES 2 to 7 are priced lower!

AT FINE STORES EVERYWHERE



PEPSODENT gives you a
Clean Mouth Taste for Hours

Thanks to **ORAL DETERGENT** discovery!

Pepsodent's exclusive ORAL DETERGENT cleans your teeth cleanest. And the cleaner your teeth, the better you fight bad breath and tooth decay. You can prove it to yourself. With Pepsodent you get a Clean Mouth Taste for hours. Lever Brothers Company unconditionally guarantees your satisfaction or money refunded.

Pepsodent's ORAL DETERGENT Cleans Teeth Cleanest!

Have you tasted new
 Pepsodent Chlorophyll?



So easy to satisfy the whole family with these tender slices of U. S. Govt. inspected beef! Already cooked to a turn like you'd do it and with plenty of rich brown gravy. Just heat and serve open-face. Mmmmm... delicious! Ask for Krey Brown Gravy and Sliced Beef or Sliced Pork today! You'll love it!

KREY

Quality Midwestern Meat Products since 1882
 KREY PACKING COMPANY, ST. LOUIS 7, MO.



NACHMAN
 TESTED SPRING CONSTRUCTIONS
 NACHMAN CORPORATION, CHICAGO 39, ILL.

Delight your dog.

with **Krispy,**
Krunchy

Klix
DOG CANDY

New, veterinarian-approved treat



for cats and kittens, too!



BRINGING SEX INTO THE OPEN, Dr. Kinsey lectures at the University of California in Berkeley. An overflow crowd of 9,000 jammed the gymnasium.

FANNIE HURST CONTINUED

professor when he complained that women were too subjective: "I don't believe they are too subjective at all. I'm not." It is the women themselves, drawing their general conclusions from the perpendicular pronoun *I*, who will probably do much of the refuting.

The Kinsey bombshell, stressing the congenital incompatibilities between the sexes and letting us have it in a barrage of hot statistics, will shake the psychiatric couches of the atomic age. Marriage counselors will scurry for revised concepts, and so will the men and women of the courts of domestic relations. Fiction writers will slow down that next novel until the Kinsey dust has settled.

And you, Your Honor, be prepared for this one: "Please don't send me to reform school, Judge. I'm no more a juvenile delinquent than Juliet was with Romeo. The Kinsey report says so."

Dr. Kinsey tells the story of human sexual behavior dispassionately, although it is obvious that he himself scorns our controversial morality. But in general he lets his statistics speak louder than words. And the deductions boil down to almost a cliché: most women are in love with love, rather than with their man.

No novelist who wants to live by something more than bread alone will readily surrender to this antiromanticist philosophy of the statistics. Even the novelist must concede, though, that today masses of women without men are out, not primarily after romance with lace in its sleeves, but after security-in-trousers.

But nature, so seldom caught napping, again has her compensatory little scheme for just such exigencies. If women are frigidly geared in their responses to the sexual demands of the male, you need only glance about to realize that their pursuit of him has not abated.

Is it not for just the dear dream of surrender that the "career woman" spends her 50 weeks' savings for that two weeks' cruise, where she will probably meet no one more eligible than the ship's purser (whose fiancée is coming aboard at Bermuda)? Indeed, the eligible unattached male of this era of the growing economic independence of women boards a cruise ship, enters a summer hotel or embarks upon a business involving secretaries and career women at his peril.

Nature's traps

IT is, of course, conceivable that with women's economic independence only in its infancy, security may some day come to mean something different from mere security-in-trousers. But here again, nature sets her traps with prescience. Whether or not the physical desire of the female for her male matches up to his, her desire for a home does. Be it igloo, ranch house, trailer, manor house, houseboat or a subdivision packingcase with a picture window, and towels on the bathroom rack embroidered "His" and "Hers," these yearnings are obviously plaguing her sufficiently to insure the continuing overpopulation of the world.

Considering the penetrations Dr. Kinsey must attempt into the inhibitions, inaccuracies, faulty memories, distrust, vanities, modesty and shame of the women under his scrutiny, his margin for error seems wide. However, Dr. Kinsey and his aides are masters of

CONTINUED ON PAGE 43

LEMONADE'S SO EASY NOW

with **FROZEN LEMONADE** from Sunny California

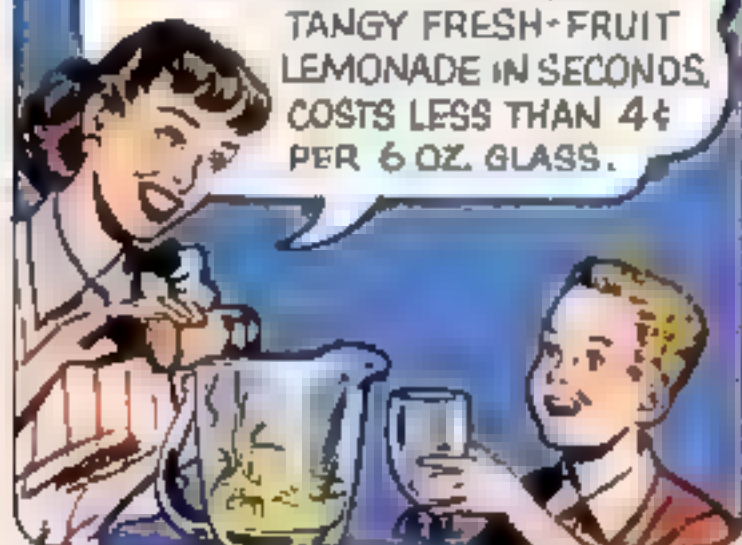
Ready in seconds!

Each can makes a full quart of healthful, tangy, fresh-fruit lemonade!



SO QUICK!

JUST OPEN A CAN... ADD WATER AND ICE... SERVE A FULL QUART OF TANGY FRESH-FRUIT LEMONADE IN SECONDS. COSTS LESS THAN 4¢ PER 6 OZ. GLASS.



SO DELICIOUS!

FROZEN LEMONADE REALLY QUENCHES MY THIRST. MOM KEEPS A PITCHERFUL IN OUR REFRIGERATOR SO I CAN HELP MYSELF AS OFTEN AS I WANT.



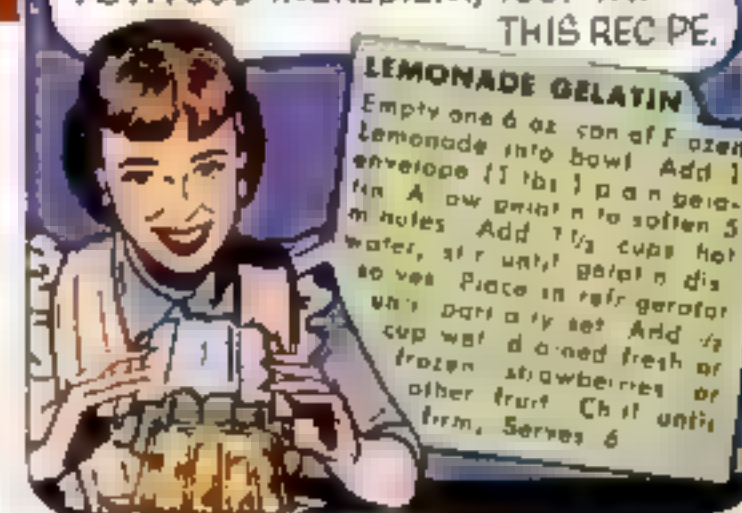
SO HEALTHFUL!

A PERFECT BASE FOR ALL PUNCHES AND MIXED DRINKS. NO FUSS. NO BOTHER. GIVES PURE FRUIT JUICE REFRESHMENT AND SUNSHINE VITAMIN C.



SO HANDY!

FROZEN LEMONADE IS PURE CALIFORNIA LEMON JUICE AND SUGAR. SO USE IT AS A FOOD INGREDIENT, TOO. TRY THIS REC. PE.



LEMONADE GELATIN
Empty one 6 oz. can of Frozen Lemonade into bowl. Add 1 envelope (1 1/2 ts.) plain gelatin. Allow gelatin to soften 5 minutes. Add 1 1/2 cups hot water, stir until gelatin dissolves. Place in refrigerator until partially set. Add 1/2 cup well-drained fresh or frozen strawberries or other fruit. Chill until firm. Serves 6.

LEMON PRODUCTS ADVISORY BOARD, LOS ANGELES, CALIFORNIA

P.S. Have you discovered the convenience of unsweetened, ready-squeezed Pure California Lemon Juice? Look for it on your grocer's shelves or in his freezer.



This is the car you'll be glad you have—

...WHEN TRAFFIC'S THICK

your Jet is alert and alive with power, handles so easily it seems to be driving itself. Women, as well as men, love the convenience of this compact, new *kind* of car!

...WHEN YOU'RE MARKETING

your compact Jet easily parks in space you'd have to pass up with other cars, and its huge luggage compartment provides plenty of space to bring home the groceries with ease!

...WHEN YOU'RE ON A TRIP

your Jet skims the miles with smooth, silent cruising, hugs the curves as no other low-priced car can, because of its low center of gravity due to exclusive "step-down" design!

...WHEN YOU'RE IN A JAM

your Jet, the most powerful car for its weight and price made in this country, whisks you out of danger, and has the fast-action, over-size brakes to "stop on a dime."

...WHEN YOU'RE PAYING BILLS

your Jet *proves* it's a new *kind* of car—powerful, yet it saves so much on gas, oil, tires and upkeep it sets new economy standards in the lowest price field!

...WHEN YOU TRADE IN

your Jet's jewel-like luxury, rugged, single-unit Monobilt body-and-frame*, and high quality throughout, add up to premium value at trade-in time.

*Trademark. Patents pending.

P.S.

If you haven't tried the Jet
you can't know
what you're missing!



Standard trim and other specifications and accessories subject to change without notice.

If you take pride in a car that is big, beautiful and thrilling to drive, visit your Hudson dealer, try the fabulous Hudson Hornet or the spectacular Hudson Wasp. So dynamic

is their styling, they appear to be in motion even when standing still. So outstanding is their performance that even a few minutes at the wheel is a new driving thrill!

HUDSON HORNET AND WASP

the delicate art of probing, with decency and dignity, for the private truths they seek. Without a psychiatrist in sight, the ladies remain vertical in reply to questions that intrude into areas of their consciousness where even angels and psychiatrists might fear to tread.

And his sociological conclusions are not as gloomy as they seem. World War I and the day of the speakeasy did indeed knock the Victorian era higher than a cocked hat. But, though Dr. Kinsey properly does not concern himself with it, there is an encouraging aftermath we must bear in mind. The slim flapper of the '20s, in her short skirts, low waist and neckline, and with her speakeasy-breath, ultimately married her man, frequently the one with whom she had the premarital relations. He, in turn, quickly slipped into the category of tired businessman.

Pushing her perambulator and cooperating with her husband's success story, the erstwhile flapper reared her families in American homes good enough to produce a Grade A crop of youngsters who were to face with glory the wars ahead. So did the subsequent career girl of the '30s. Going to her desk job until the eighth-and-a-half month of her pregnancy, she helped create an era of American, bought-and-paid-for little homes—young families with antennas on their roofs, rumpus rooms in their basements, convertible cars in their garages and strength in their backbones.

Dr. Kinsey's evaluations, vast as they seem to our myopic eyes, are actually only microscopic. His land area under consideration, the United States of America, is only 2,974,726 square miles, compared to the world spread of 58,209,000 square miles. His 5,940 women represent less than 1/100 of 1% of the female population of the U.S.

Yet, I repeat, this is the best measure we have ever had. The Kinsey statistics, like cereal shot from a gun, are not frightening, but nourishing.

Social changes as drastic as the documented ones in Kinsey's two volumes of the sexes have been jittering up the world ever since it went into troubled formation. And good continues to triumph. The scheme of survival, as large as God, seems to have established a permanent protectorate over the squirming, hurting, loving, dreaming, giving, doing and begetting mass of us.

Like the many that have gone before, the social revolution through which we are now muddling will find its middle of the road. And the Kinsey reports likewise will find their quiet and deserved place in the march of knowledge. Presently their news value, now running a temperature, will sink into yesteryear, along with "Every day in every way I am getting better and better" and "Peace, it's wonderful."

Perhaps the major concrete conclusion for the layman to reach from the reports is for male and female to better understand the complicated biology of being human beings. Similarities can take care of themselves. Dr. Kinsey is chiefly concerned with understanding our differences.

Should such books as the Kinsey reports be written for popular consumption?

Yes.



THE KINSEY FAMILY gathers for a picture in father's office. They are (left to right) daughter Joan Reid, son Bruce, mother, son-in-law Warren Corning, father, daughter Anne Corning, and son-in-law Dr. Robert Reid.

"I drink all the coffee I want..."

"I love coffee, but ordinary coffee didn't agree with me. The caffeine in it got me down and kept me awake at night. But did I give up drinking coffee? I certainly did not! I just gave up drinking caffeine by changing to Sanka Coffee. Now..."



"I get all the sleep I need!"

"You see, Sanka Coffee is *real* coffee, pure coffee... and it's 97% caffeine-free. That's why I sleep like a baby, and my nerves are in wonderful shape. If you're like me, you'll probably like Sanka even better than the coffee you're drinking now."



DON'T STOP DRINKING COFFEE... JUST STOP DRINKING CAFFEIN!



Have you these symptoms? Nerves jumpy? Tire quickly? Short of breath? Blood pressure up? Can't sleep? These symptoms may come from the caffeine in coffee. Switch over to Sanka Coffee.

SANKA COFFEE

Delicious in instant or regular form



Products of General Foods



Gentle as a
Mother's Kiss...

Bayer Aspirin's single active ingredient
is so gentle
medical authorities say it is probably

THE SAFEST OF ALL PAIN-RELIEVING DRUGS!

Bayer Aspirin is *not* a mixture of drugs. It is *straight aspirin*...so fast and so effective *all by itself* that it *needs* no added drugs to bring you relief from ordinary aches and pains.

The name "Bayer" stamped on each Bayer Aspirin tablet means two important things to you and your family.

First, it means *gentle* pain relief. Bayer Aspirin is so gentle that doctors prescribe it

even for small children—so gentle its record of safety—of safe use by millions of normal people—is unmatched by any other pain reliever.

And second, it means *fast* pain relief. Bayer Aspirin makes you feel better—fast—because Bayer Aspirin tablets start disintegrating in your stomach almost the instant you take them.

In addition to this, highest medical authorities say that Bayer Aspirin's single active ingredient is probably the safest

and most efficient of all pain-relieving drugs.

So when you have ordinary headache, neuritic or neuralgic pain—remember that the name "Bayer" means gentle relief and fast relief. So take Bayer Aspirin—and if it does not relieve your pain—don't experiment—it's time to see your doctor.

COMPARE!



Drop the headache tablet you now use in one glass of water—drop a Bayer Aspirin tablet in another—and see how fast each of them disintegrates.



**THE BEST
IN PAIN RELIEVERS
BEARS THE NAME...**



BAYER ASPIRIN



MINK-CUFFED JERSEY (Jerry Gilden, \$25) is worn by Marge Hesse, of University of Wisconsin.

College Date Dresses

THESE ARE SOUND INVESTMENTS FOR CAMPUS LIFE, ALL \$25 OR LESS

College girls, buying their clothes for fall, look on date dresses as short-term investments not in a long-term class with cashmere sweaters and tweed skirts. At coed colleges, where most of the dates are campus dates, a girl tries to squeeze a number of party dresses out of her allowance. At eastern women's colleges, where a student hops from campus to campus on weekends, she can get along with a couple. Shown here as a help to collegians who have to decorate themselves thrifly are examples of this season's new date dresses, all priced at \$25 or under and modeled by undergraduates whose schools are scattered from Stanford to Smith. As

a help to those who want to decorate their rooms inexpensively, pictures on the following pages give some furnishing ideas.

Except for one or two big proms a year, the girls want short evening dresses instead of floor-length gowns which soil easily, are harder to pack and useless for less formal dates. They like crisp taffetas and dressed-up versions of everyday fabrics, such as felt with braid, printed corduroy and jersey with mink (*above*). Full skirts are favored over slim sheaths, which are not only considered too mature but which are far too confining for dances like the bunny hop, a current campus craze.

CONTINUED ON NEXT PAGE



BRIGHT, BRAIDED FELT in striking pink has a deep cuffed neckline and a wide, faced skirt (Ester Reiter, \$25). Gloria Barnes, entering Wellesley as a freshman this semester, was a New York model during her high school vacations.



PALE, PLEATED NYLON combined with rayon with a wide turtle neck (Sue Jeffery, \$25) is worn by Stanford junior, Ruth Ann Burns. For special occasions. On Stanford's informal Palo Alto campus skirts and tops are usually full-length.



TRIO IN TAFFETA are Barbara Foster of Smith in blue (Anne Fogarty, \$25), Carol Mahon of Manhattanville in red (Henry Rosenfeld, \$18) and Helga Hoffmeister of Western College, Ohio in plaid (Nelly de Grab, top \$6, skirt \$15).



FLOWERED ITALIAN BROCADE in a strapless top (\$80) and full skirt (\$15, both Ruff & Red) is worn by Vassar's Jane Kules, a member of last year's class. Jane, who will spend her junior year studying at the University of London,



PENCIL-STRIPED CORDUROY in red and black is worn with a velvet top (\$9, both Jonathan Logan) by Ruth Koppe, a sociology major at Long Island University. A native of Israel, Ruth is married to an ex-U.S. marine.





BRYN MAWR suite in Pembroke East has cafe curtains of madras (\$1.70 a yard), bedspreads, window seat covers and cushions of striped denim and

foam rubber floor cushions covered in solid denim (65¢ a yard). Luggage rack (\$6.50) with trays serves as table. Lanterns (left) are hung on dog leashes.



COLLEGE CONTINUED



UNIVERSITY OF CALIFORNIA double room has curtains of harlequin and white terry cloth (under \$2 a yard). Bedspreads are black corduroy (\$2.50 a yard), white denim raffles are ready-made (Consolidated Framing, \$7 each). Red canvas chair cost \$10; directors' chairs \$14.95 each. Clothes rack, painted white, for campus lais was \$2.50.

UNIVERSITY OF WISCONSIN room becomes homelike with striped chambray curtains (\$2 a yard), initialed monk's cloth bedspread. Fishing creel (foreground) is used as magazine rack. Painted beer keg makes table. Dance programs (left) hang from chair's water ring. Bird cage over bed holds stuffed cardinal. Bubble ceiling lamp costs \$13.50.



College Rooms Dressed Up

INEXPENSIVE FABRICS, FESTIVE ACCESSORIES TRANSFORM DORMITORY

Since a college girl's room is home base for four years, she usually decides it is worth the time and effort to fix it up providing the adornments do not cost so much that she has to skimp on her own, and providing they are movable if she changes rooms. Here, on these pages, are three college rooms inexpensively but attractively decorated. The colleges provided most of the furniture. Color and comfort were added by using unorthodox, bright, cheap fabrics for curtains, bedspreads and pillows, all of which are easy to make (*following pages*). Accessories also

cost little and are mostly inexpensive things put to practical use, like souvenirs, kegs, lanterns, bird cages, fishing creels. Fixings for the room above which is occupied by Donna Mitchell and Nanon Hitt of University of California came to \$190. Most appealing object in their room is the abstract art over the desk. This was made with a picture frame, a cork mat and colored tape, cost \$8.25. At Bryn Mawr, decorating the double bedroom-sitting-room suite (*top, left*) cost \$185. Nancy Cleveland's single room (*lower left*) at University of Wisconsin was revamped for \$70.

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NEW CROP! best ever

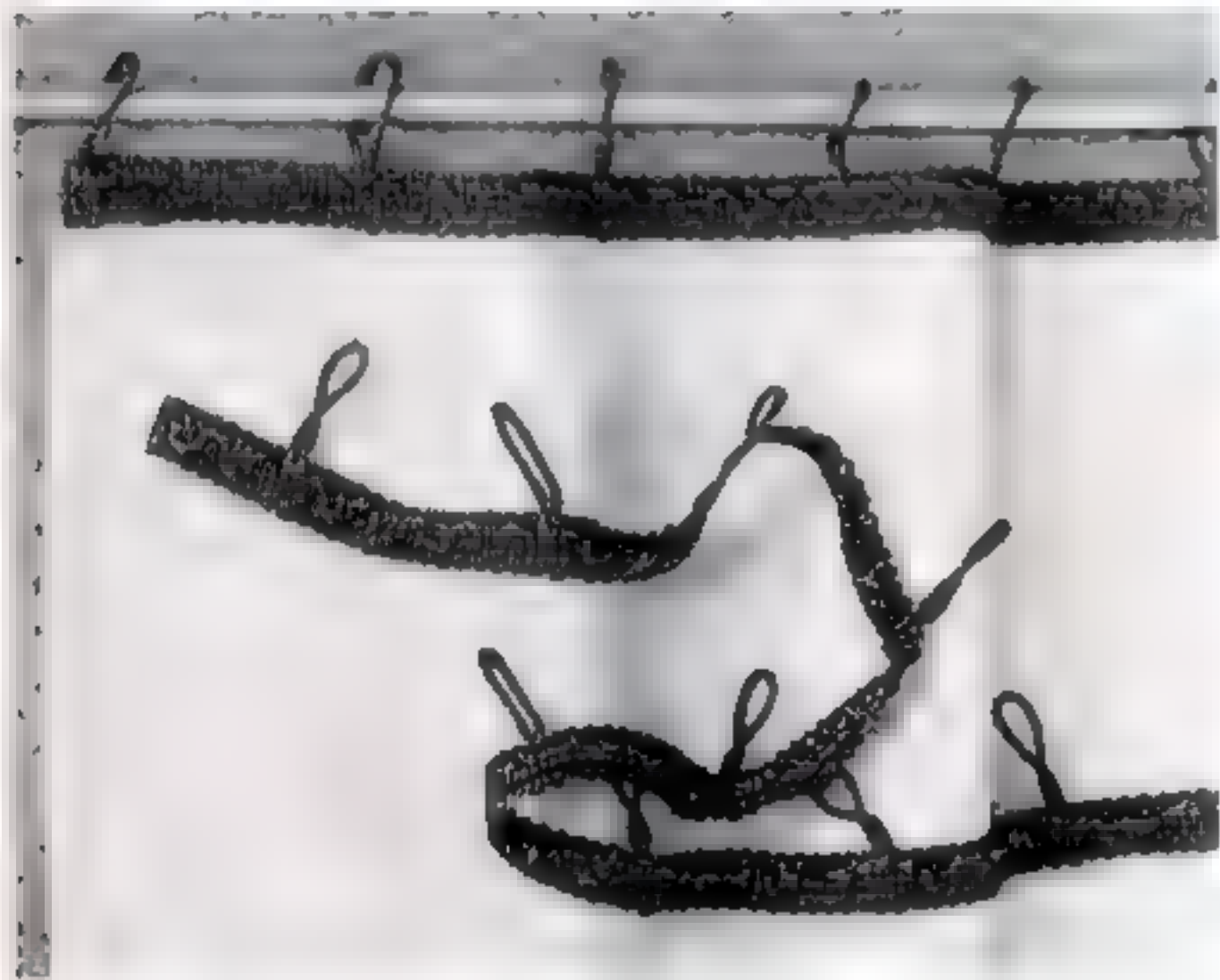


the big sweet ones *with the thin skins*

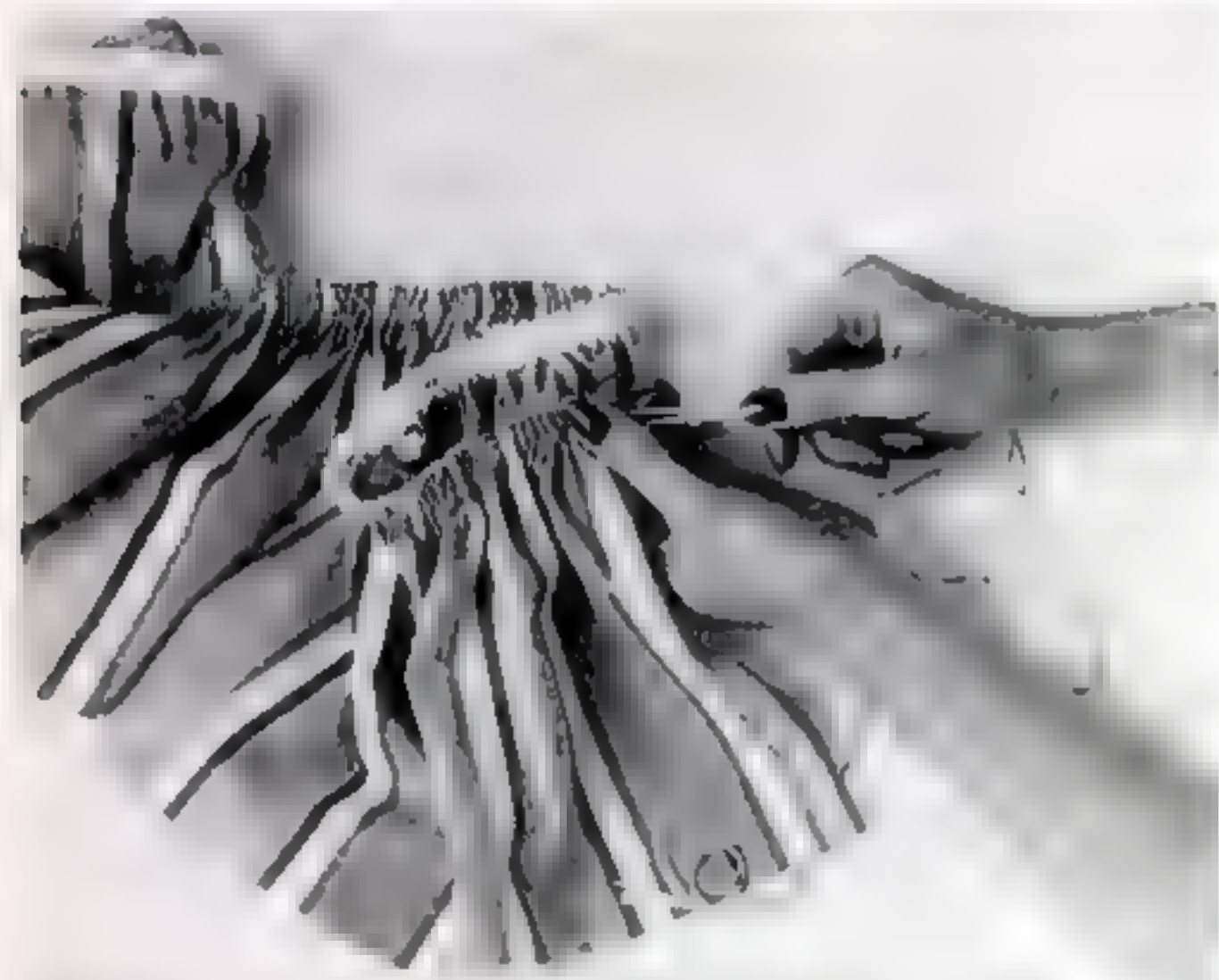
Our pea story is short and sweet. Carefully selected seed is planted in specially prepared soil. There peas grow to full size while still tender, thin-skinned babies. Then they're *picked and packed at the fleeting moment of perfect flavor*—that magical moment of sweetness that comes just once to every pea. Green Giant Brand peas. Sweethearts of the Pea World. How about a dinner date tonight?

Green Giant Company, headquarters, Le Sueur, Minnesota. Fine Foods of Canada, Ltd., Toronto, Ontario
"Green Giant" Brand Reg. U. S. Pat. Off. © GOCs.

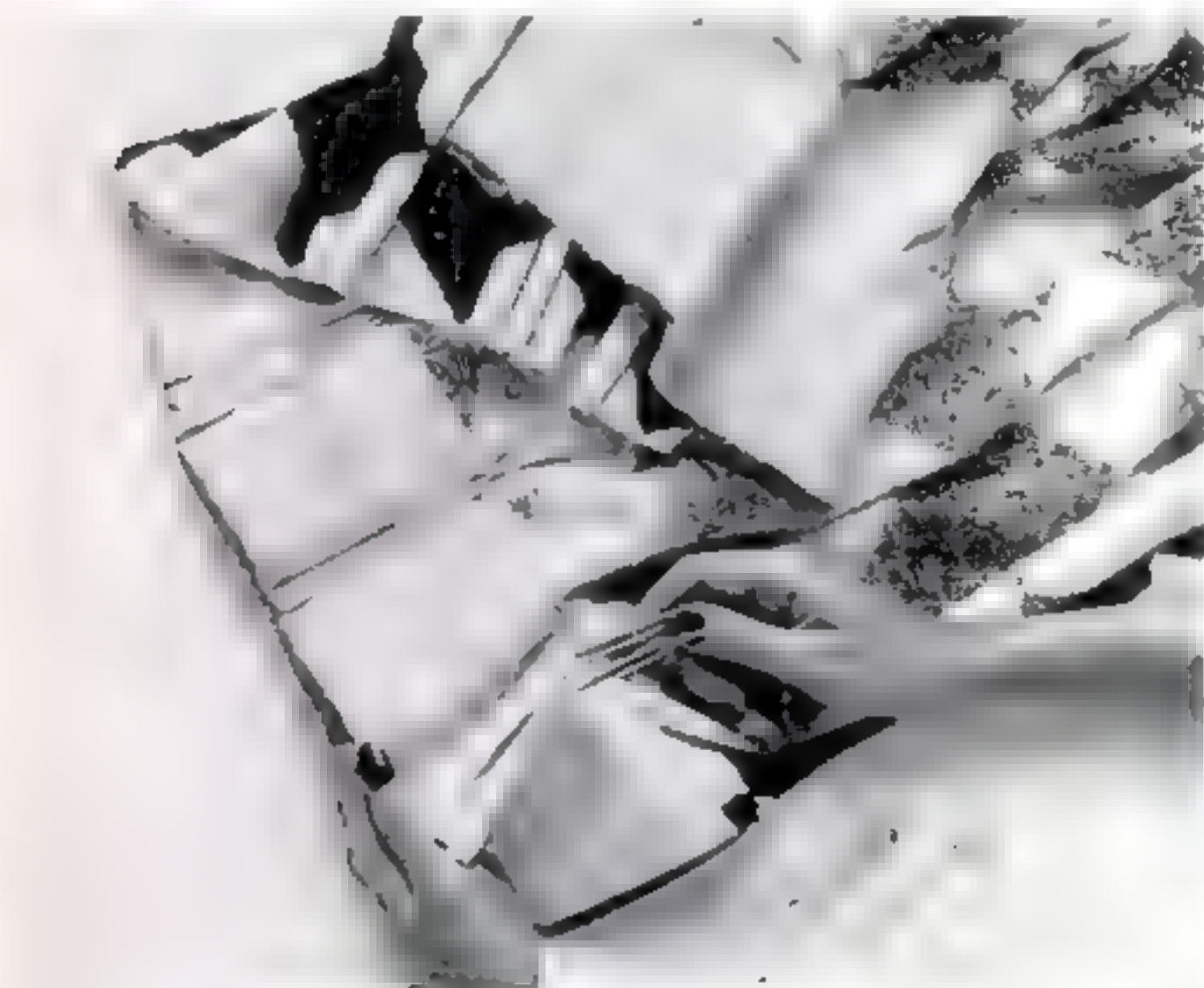
TRIMMINGS BY THE YARD



WOVEN LOOPS on cotton heading is a shortcut which can be used in making coil curtains like those in Bryn Mawr suite on page 70. Trimmings shown here are from the Consolidated Trimming Corp.; this type costs 15¢ a yard.



SHIRRING TAPE, used on ruffle of the bedspread in Wisconsin room, is sewn flat to the back side of fabric. Woven-in cords are pulled for desired fullness, can be released for laundering. The tape in $\frac{3}{4}$ " width costs 9¢ a yard.



BUILT-IN PLEATS in harlequin-pattern curtains at University of California are made with specially constructed cotton tape which is hooked to form pinch, box or cartridge pleats. Tape and hooks for 50" draperies cost \$1.98.

CONTINUED ON NEXT PAGE

Get a new Tek 29¢

NEW no-slip grip!
NEW sleek tapered handle!

No better
brush at
any price



STOP chafing-seam

torture

enjoy seamless comfort
with all-elastic control!

Silf Skin
full-fashioned pantie girdle

no crotch seams . . .
no seams anywhere!

WHY SUFFER in an ordinary pantie girdle that's cut and sewed together with bulky seams—seams that chafe and irritate in the crotch area.

BE COMFORTABLE in a Silf Skin pantie girdle knit from one continuous strand of elastic yarn and, by a new patented process, made entirely without seams!

WEAR a full-fashioned Silf Skin for smart, naturally comfortable support and smooth, wrinkle-free fit. Once you try Silf Skin—you'll never settle for seams again!

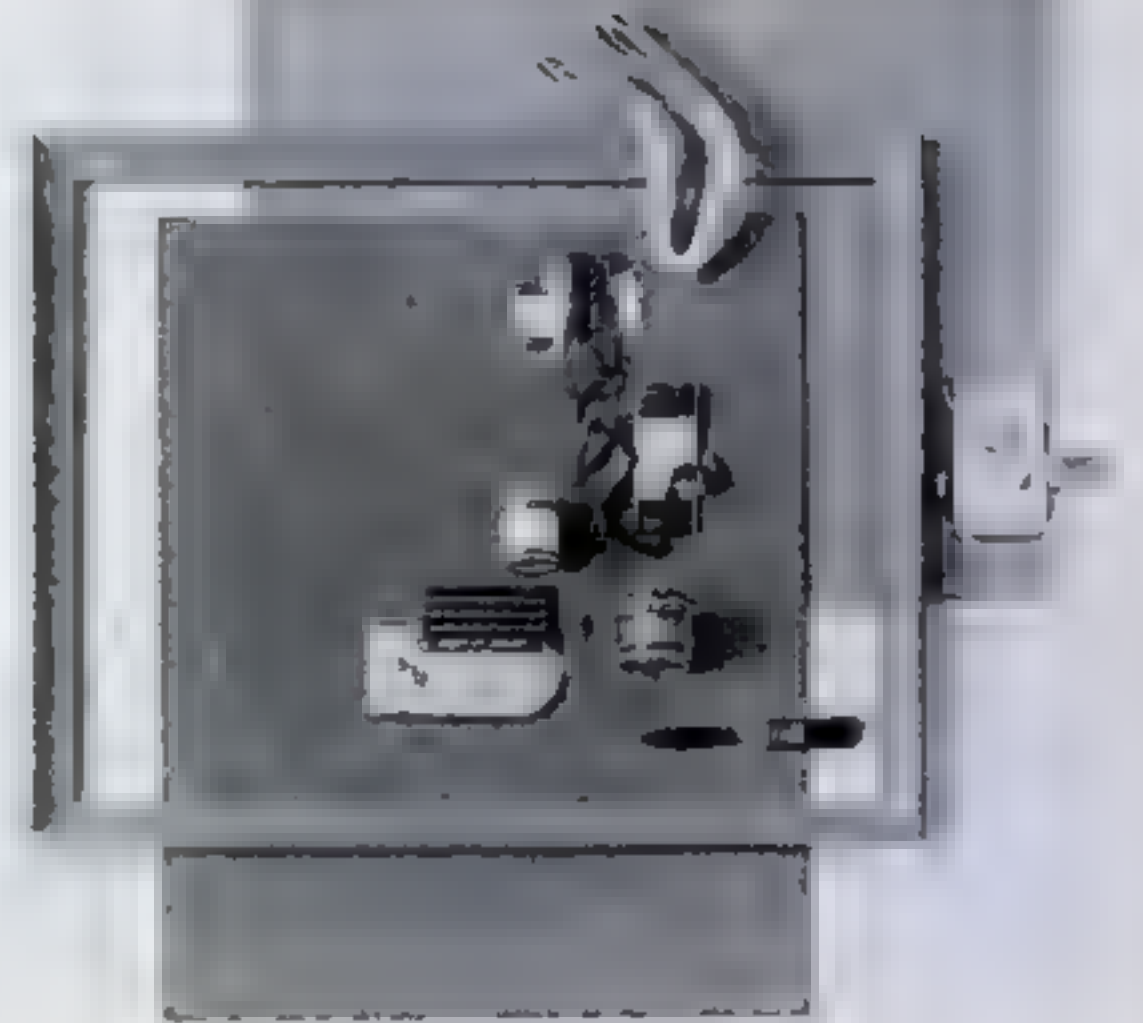
\$5 (Style #200)

at fine stores everywhere

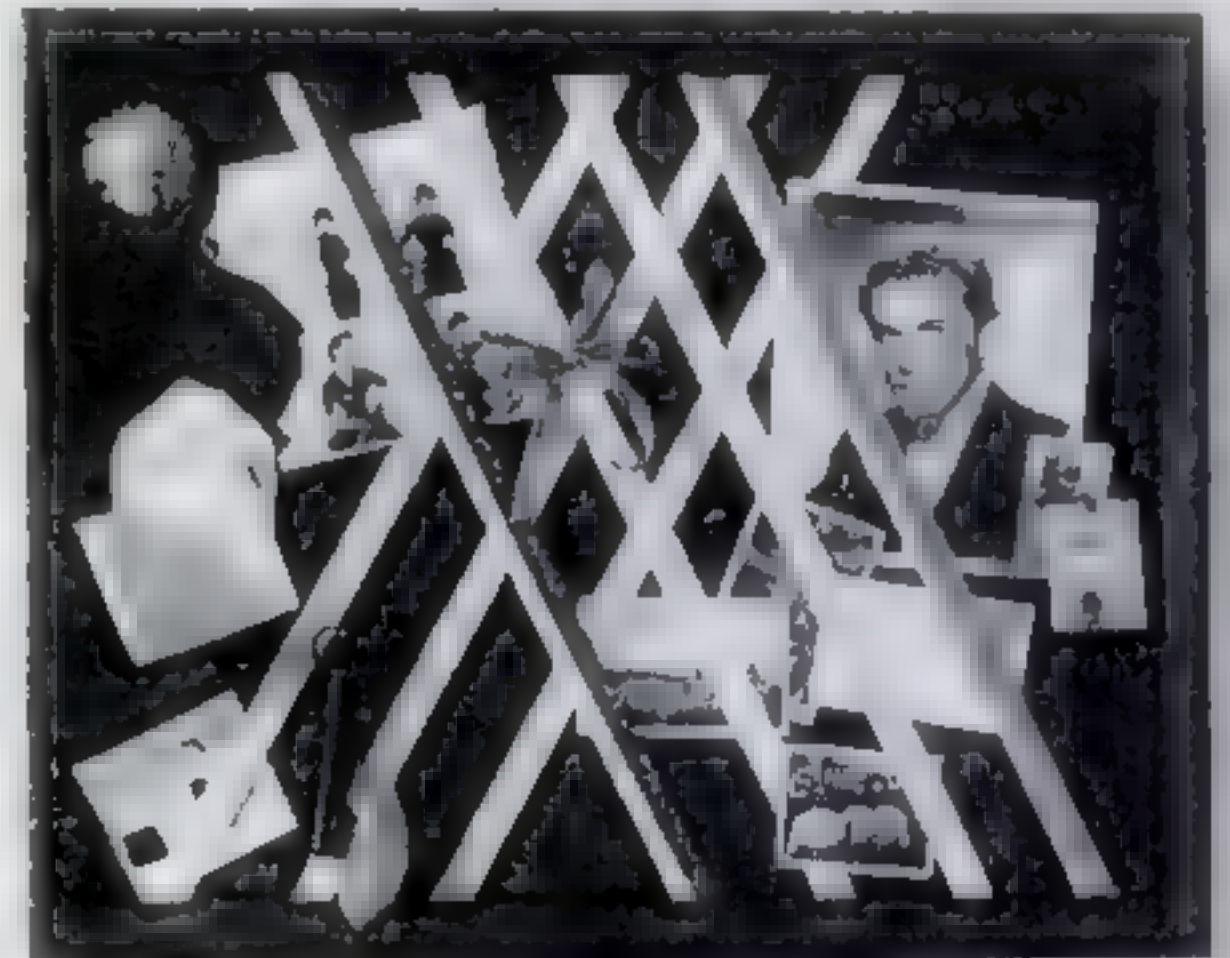
Other full fashioned Silf Skin girdles
and pantie girdles at \$5 (rayon elastic),
\$7.50 (nylon elastic), \$10 (pure silk elastic).

For name of store nearest you, write
SILF SKIN, INC., 10 E. 39 St., N. Y. 16, N.Y.
510 King St. West, Toronto, Canada

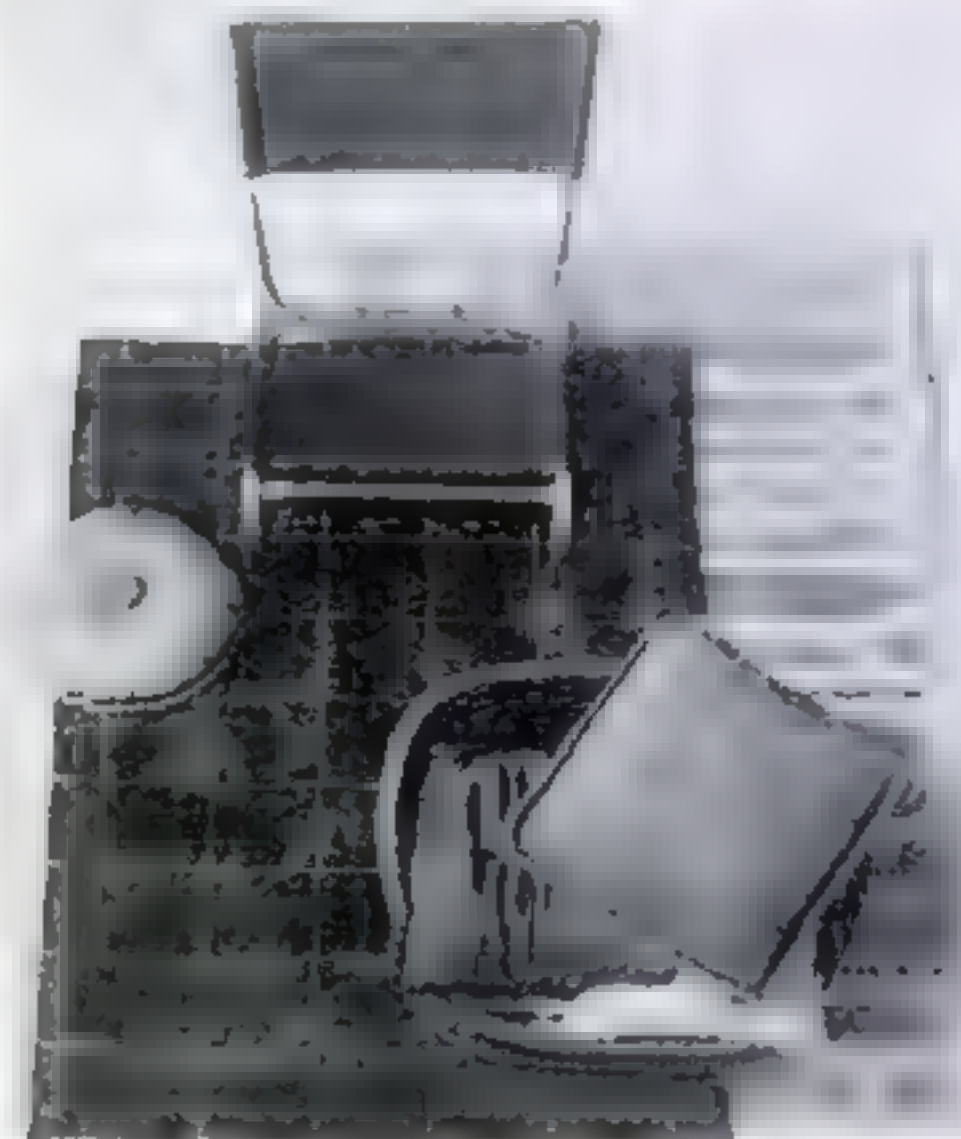
Look for this counter display contain-
ing the red and gold triangle packages.



RAW MATERIALS for making self-expressive bulletin board (p. 71) include unpainted frame, cork sheet, cardboard backing, glue, flat black paint, brush, white elastic, bias binding, thumb tacks, wire and screws for hanging.



FINISHED PRODUCT requires an hour's work: paint frame and cork separately; glue backing to cork; arrange elastic in diagonal strips and tack. Colored bias binding can be stretched over elastic before frame is fitted in place.



EXTRA ODDMENTS for student decorators are washable ruga (\$27.50 each), dog basket stuffed with colored pillows used as footstool, and legless canvas chair called a "Bumble Seat" (\$5.95) for sitting almost on the floor.

CHILDREN GET opportunity for artistic expression. Serious painters Jane Molica, 9, and Roseanne McGrath, 6, wear Sacony washable wool outfits with scalloped knit trim. The jersey shirt 3.25 and 3.95. Boxer-back flannel skirt 3.95 and 5.95.

TWO BUDDING YOUNG ACTRESSES Linda McParland, 5, and Martha Blackstone, 11, emote on school stage. Elegant cigarette holder is paint brush. Headgear provided by courtesy of teacher. Pleated flannel skirts with famous Sacony elasticized waistband, 4.95 and 6.95. Jersey shirts are sophisticated turtle neck style, cost 3.25 and 3.95.



Sacony washable wool separates, pint-size



ADULT FASHION HOUSE MAKES CHILDREN'S WEAR WITH GROWN-UP FLAIR

From the time a little girl makes her first giggling appearance in her mother's high-heeled shoes, she longs to dress like a grownup. Sacony fulfills this dream by designing small-scale shirts and skirts with the finesse of a grownup's separates. And all this small gear carries the familiar Sacony label, supreme thrill for children whose mamas wear Sacony's famous fashions. The outfits shown here were photographed at The Professional Children's School, New York's unique academy for youngsters who are active in the theatre

and other fields of entertainment. Note that every skirt has elastic at the waist to simplify self-dressing. And Sacony promises that everything is dependably washable—wool jersey shirts, flannel skirts and all. Shirts and skirts are sensibly priced to leave plenty of pennies for piggy-banks. All styles come in big and little sister size ranges (3 to 6x and 7 to 14). And the outfits may be bought separately or in your own mixed or matched combinations. For the names of stores in your vicinity, write Sacony, College Point, Long Island, N.Y. *ADVERTISEMENT: copyrighted by Sacony*

← **LYDIA SHAFFER**, veteran actress at 11, guides Alice Mann, 6, through school cafeteria. Girls wear Sacony's washable wool separates. Jersey shirt with ribbed knit detail at neck, 3.25 (sizes 3 to 6x) and 3.95 (7 to 14). Flared flannel skirt has elasticized boxer back and more ribbing around pockets, 4.95 (3 to 6x) and 6.95 (7 to 14).



AUDREY HEPBURN AS PRINCESS BURNS UP ROME ON A MOTOR SCOOTER, WHICH SHE DOES NOT KNOW HOW TO RUN, WHILE PECK HANGS ON FOR DEAR LIFE

A PRINCESS GOES ON A SPREE

New star, Audrey Hepburn, gallivants through Eternal City with Gregory Peck in 'Roman Holiday'

Once upon a time in a European land, there was a princess named Anne, who was young, winsome and bored with court etiquette. One night while in Rome on a goodwill tour, she rebelled hysterically against dancing with ambassadors and making speeches, and had to be calmed with a sleeping potion. Five minutes later she crept out of her bedroom, drowsily began to explore the city and ran into a Prince Charming in the person of a U.S. newspaperman.

With Anne played by Audrey Hepburn, who is the most gifted star hired by Hollywood in years, and the newspaperman by Gregory Peck, this fairy tale makes up an engaging movie, Paramount's *Roman Holiday*. Filmed entirely in Rome, it also makes a first-rate travelogue. And since hero and heroine are still unmated at the movie's end, there seems no reason why it can't be the prologue to a sprightly series: *Around the World with Audrey and Greg*.

CONTINUED ON PAGE 79



In ring mold alternate Pineapple slices, with cherries, and half slices placed rounded sides down. Fill with gelatin, chill until firm. Unmold and serve with mayonnaise or softened cream cheese

Dishes galore are better for

PINEAPPLE

CANNED TROPIC-FRESH

with Nature's
most refreshing flavor

chunks

—bite-size, tempting served as a fruit salad—add garnish to meats, decorate cakes, for molded and tossed green salads

tidbits

—small crisp wedges to eat "as is"; use also in puddings, fruit cups, on cereal, in cool drinks

crushed

—delightful right from the can, handy for cooking and baking, for sundaes, icings, sauces and sandwiches

When your salad stars canned Pineapple—or when you serve golden Pineapple juice—you've made people glad!

Eating's *always* extra fun with Nature's most refreshing flavor.

Five convenient forms, fruit cuts and juice, help liven and vary your menus.

And canned Pineapple is good for health, providing quick food energy, vitamins and minerals. You'll find it a good idea

to keep a "PINEAPPLE SHELF" in your kitchen...and stock it

two or three cans deep with *all 5 forms* of canned Pineapple.

To perk up meals from breakfast to bedtime...reach *often* for a can of Nature's most refreshing flavor!



He must be there

HE MIGHT be only half your age, and often there's still a trace of the college look about him. But something else is beginning to show in his face, too—a certain set of the jaw, a level glance of the eyes. It's the look of the man who knows he is needed, of the man who must be there.

And maybe that is why, even if you are older than he, and higher up in the world, you find a note of respect in your voice when you call him "Doctor."

To tell the truth, he's just getting used to that name himself. A few months before, he was a student, reading thick books, memorizing hard words, squinting through a microscope at the enemies of your body. Now, as an interne, he's still junior to almost everybody, and the older doctors like to ask him, "How's the educated bell-hop today?" He smiles at the old joke and hurries on. There's a report to be filed, a lecture to be attended, a human being in pain to be helped. Somewhere he is needed, and he must be there.

For a whole year he will hurry all day, and study half the night, and sleep in snatches with an ear always ready for the cry of the emergency telephone. For a year, his life will not be his own. It will belong to the old man who was stricken in the night, to the baby who was born at dawn, to the victim of the auto accident and the slippery pavement and the sudden fire. All year, no matter how hard he works, he will always be behind. There will always

be one more patient than he can possibly see, one more report than he can write, one more book than he can read. And for this he will get his room and board, and a few dollars a month.

Sometimes, getting up while you sleep, he thinks how other men of his age are moving on in the world—buying homes, raising families, even finding time to play with their kids. How long will it be before he can support a family? How long before he gets a full night's sleep?

Then he puts on his white coat and goes to the ward. And he finds that the baby for whom he ordered an emergency operation a few hours before is going to live; that the old man who had a temperature of 104 yesterday is now sitting up and asking for ice cream; that the mother of the little girl who swallowed a pin wants to shake his hand and shyly offer him a carton of cigarettes. And suddenly he feels sorry for the young men who waste eight hours a night in sleep, and who've never heard a mother say: "I don't know how to thank you, Doctor."

In time he will forget the harshness of that year, the weariness and the strain. He will remember it as the year he learned what all good men must: that it is a great thing to be needed, and when you are needed, to be there.

John Hancock

MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

WHAT HAPPENED WHEN HER HIGHNESS PLAYED HOOKY

BORED, Princess Anne at a royal ball has more than her fill of waltzing with creaky old diplomats, has to take a sleeping medicine to quiet her nerves.



WOOZY from her medicine, Anne wanders to the Roman Forum and passes out on a bench where she is found by newsmen Joe Bradley (Gregory Peck).



OBLIVIOUS of who and where she is, and with no money, the princess keeps snoozing until Joe decides to rescue her in order to save her from the police.

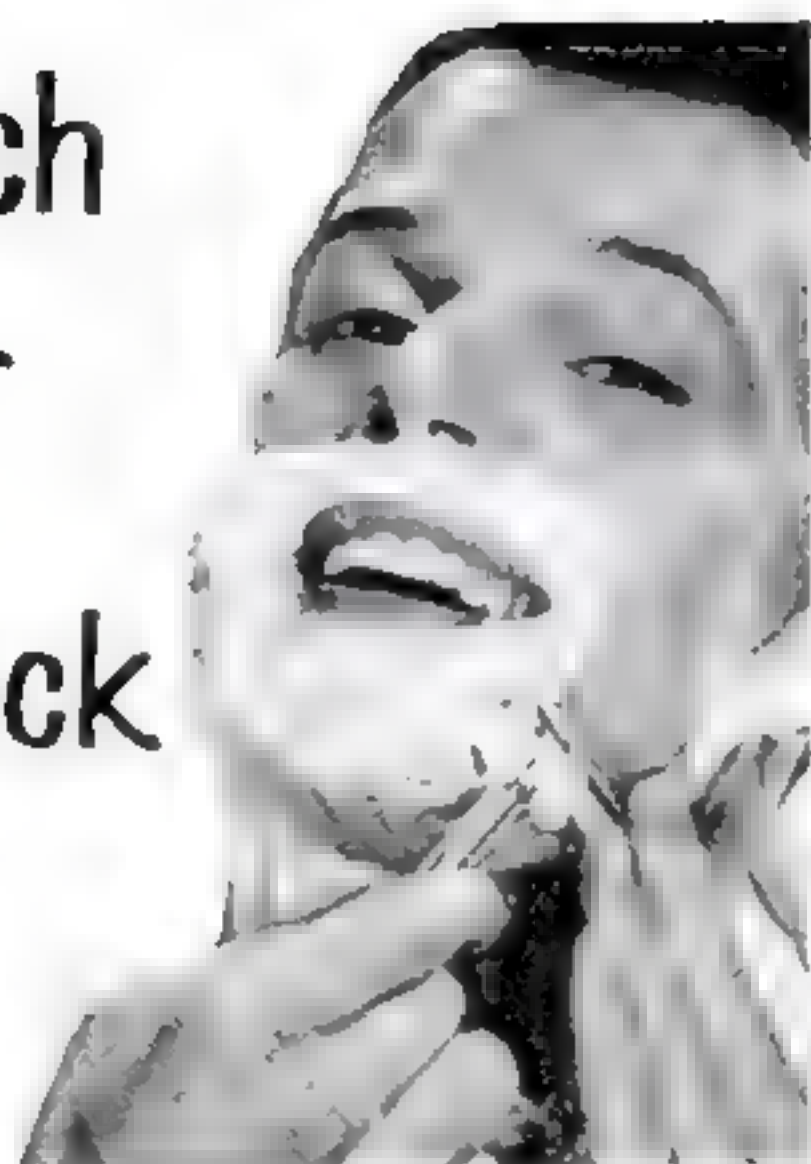


DOCILE, she follows Joe to his one-room bachelor apartment, mumbles only few lines from Shelley and keeps on repeating "So happy . . . so happy."



INERT the next morning, Anne is lifted by Joe from a hard to a soft bed when he learns from newspaper photograph that his guest is visiting royalty.

Double-Rich
Lather—
in
Double-Quick
Time!



MENNEN FOAM SHAVE



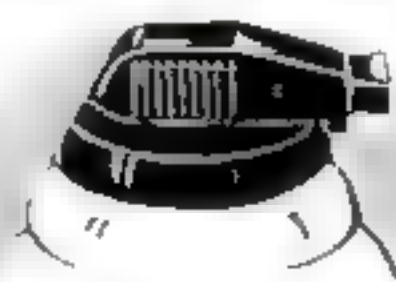
**"LIVING LATHER" STAYS MOIST
—WILTS WHISKERS—SOOTHES SKIN!**

No brush could ever whip up such double-rich lather and save those precious minutes! You actually feel the Mennen miracle formula go right to work — surrounding your whiskers with billions of activated bubbles — taking the fight out in seconds!



**QUICKER—CLOSER—SMOOTHER
PROVE IT YOURSELF!**

Just spurt, spread and SHAVE! No lathering-up. No sticky hands. No razor-clogging cream. You shave much closer — stay shaved much longer — save minutes when they matter most! And man, does that wonderful Mennen soothing action make your face feel good!



**ONLY SHAVE BOMB WITH THE
NEW LOCK-TITE "TRAVEL TOP"!**

Nothing to break — no cap to mislay. New one-piece "travel top" locks at a touch... no fear of accidental spurts. Foam Shave is ideal for travel in every way! No wet brush to pack. No hard water problems. Smooth shaving is yours every time — wherever you go!

'Roman Holiday' CONTINUED



FLEEING from police after a day of fun, Anne and Joe make an escape by swimming in the Tiber.

DRIPPING but happy, the fugitives chortle over their adventures and realize that they are in love.

ROYAL DUTIES engulf Anne again. She sees Joe at a press interview, tenderly bids him goodbye.



NEW KIND OF MEN'S WEAR



CAREFREE CAMPUS LIFE CALLS FOR CARE-FREE CLOTHES. "ORLON" HELPS CLOTHES STAY NEAT WITH LESS CARE.

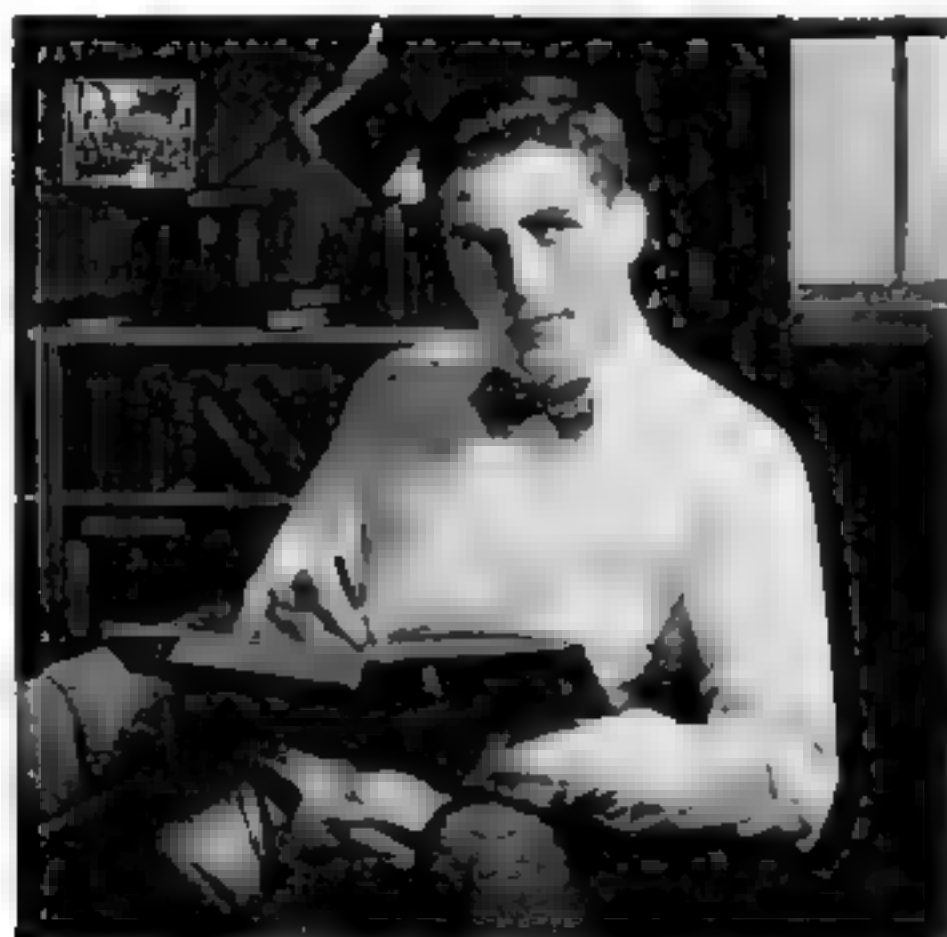
Back-to-School Clothes of ORLON Look Neater with Less Care

A new kind of clothes will be campus favorites this fall. They are the back-to-school clothes made of Du Pont "Orlon". Like the clothes these two college men are wearing, they come in familiar fabrics and patterns—but with some wonderful new features added.

Clothes that make proper use of "Orlon" keep their press and shape longer, even in damp weather. "Orlon" acrylic fiber adds a luxurious softness to flannels and tweeds, yet cuts down on their upkeep. It makes clothes light in weight yet warm and comfortable. And it makes them better travelers, too—when they are unpacked and put on a hanger, most wrinkles hang out and disappear.

This fall, for the first time, there is a wide choice of back-to-school clothes made of "Orlon"—suits, slacks, jackets, topcoats, sport shirts, dress shirts, sweaters, socks, ties and underwear. Shop early while the selection is still complete.

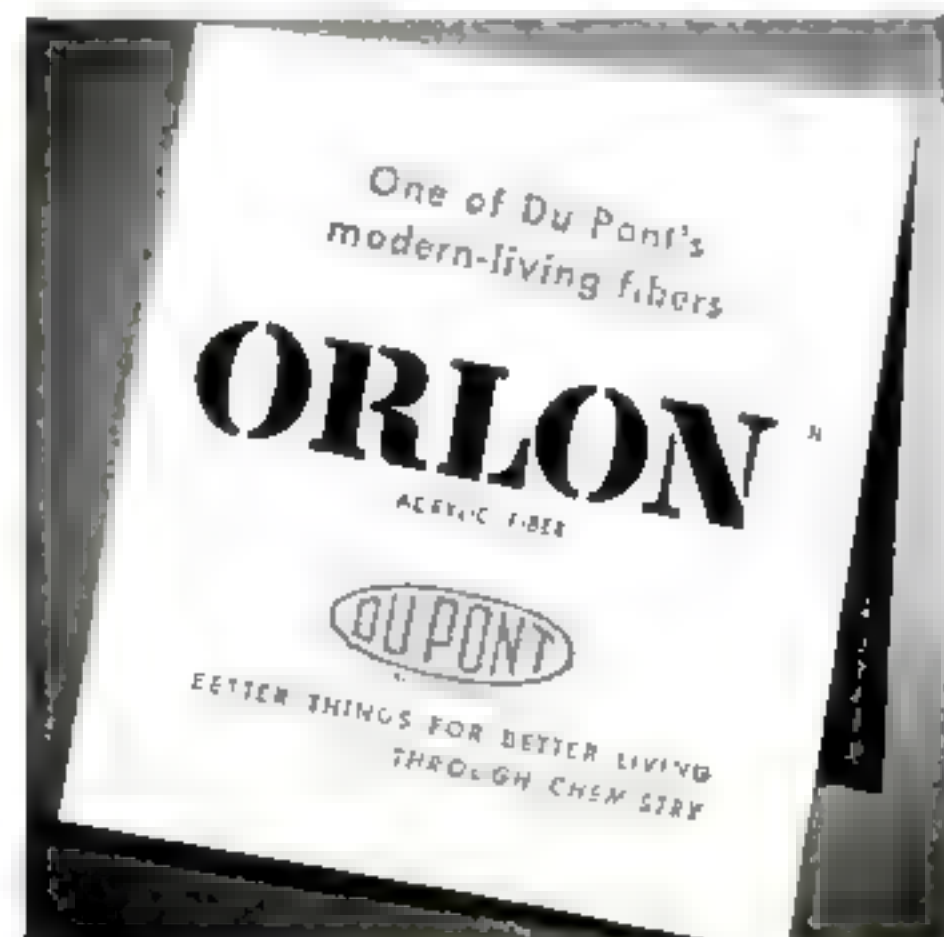
"Orlon" is Du Pont's trade-mark for its acrylic fiber



Shirts of "Orlon" solve laundry problems. They wash easily, dry quickly, and need little—if any—ironing.

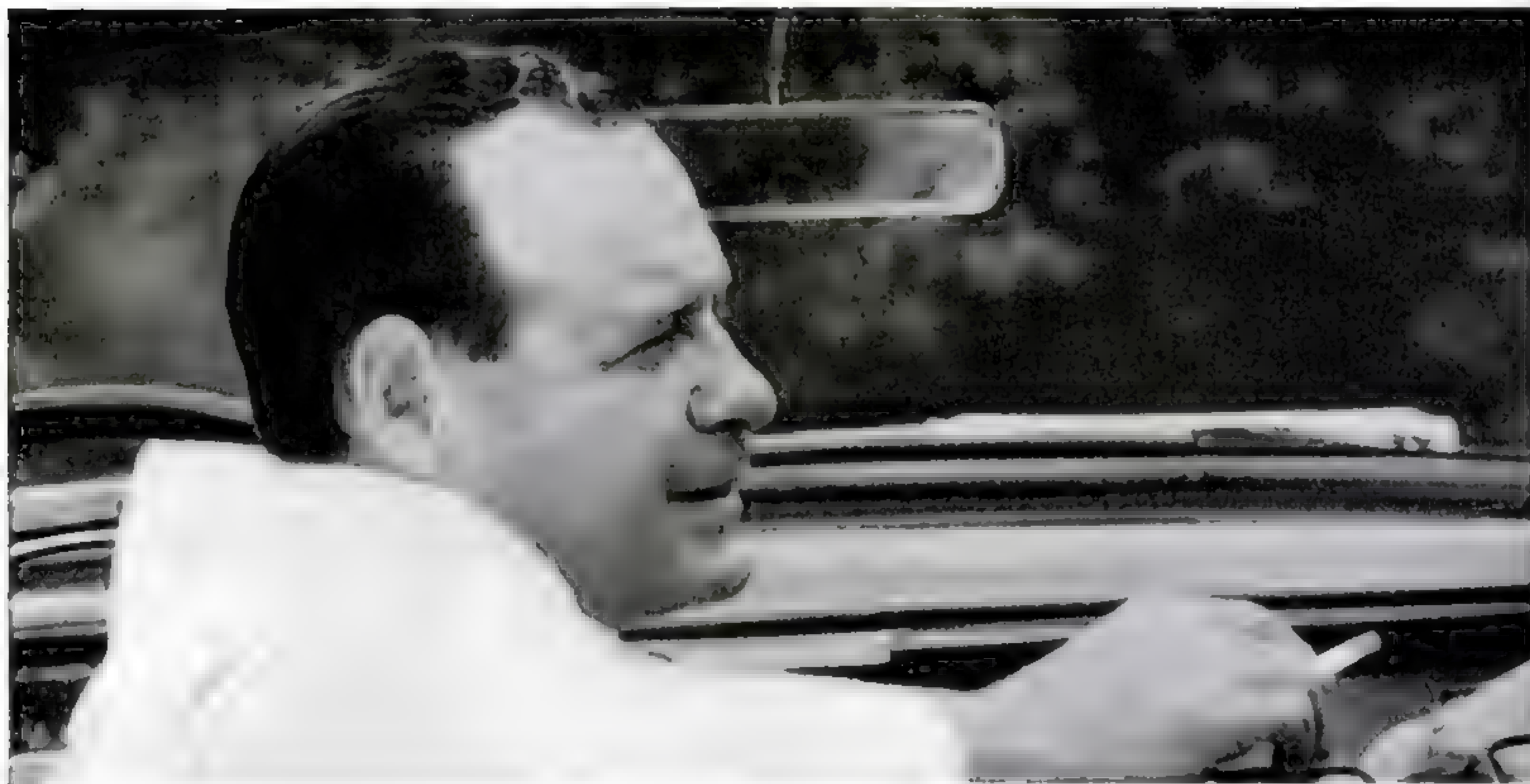


Sweaters and socks of "Orlon" won't shrink out of size. Need no blocking or stretching when washed.



You'll find leading stores offering clothing made with "Orlon". Du Pont produces fibers only—not fabrics or garments. The skill of mills and manufacturers in using fibers properly is your assurance of quality and value.

To 1 out of 3 smokers: Do you but not what smoking



If you'd like to enjoy a cigarette without being bothered by the harshness of nicotine and tars . . . if you'd like the greatest health protection in cigarette history . . . these facts can help you . . .

YOU, and some 63,000,000 other cigarette smokers in this country, probably smoke for just one reason . . . enjoyment.

But 1 out of every 3 smokers has this enjoyment spoiled because he happens to be sensitive to nicotine and tars. As a result, he is usually left with a persistent cough, a nervous feeling, or frequent headaches that take all the fun out of his smoking.

You may be one of these 21,000,000 sensitive smokers.

New KENT solves your problem

Although your problem of sensitivity to nicotine and tars has been recognized for years, it has only

recently been solved with the introduction of the new KENT cigarette with the "Micronite" Filter.

For this is the first truly effective filter . . . and here's the story behind it.

When P. Lorillard Co., makers of KENT, tackled the problem, they knew that only an effective filter could remove enough nicotine and tars to protect sensitive smokers. But the filters then (and still) in use were *not* effective because they were made of dabs of cotton, cellulose, or crepe paper.

So the hunt for a completely new filtering material was under way. It ended in an atomic energy plant, where the makers of KENT found a material being used to filter air of microscopic impurities.

This material was adapted for use in a cigarette filter . . . and KENT's Micronite Filter was born!

This new Micronite Filter has proved to be the most effective ever found for filtering tobacco smoke.

It actually removes up to 7 times more nicotine and tars than other filter cigarettes.

The reason is that the Micronite Filter removes nicotine and tar particles as small as $2/10$ of a micron . . . so tiny that 2000 of them would fit on the *point* of a pin.

Proof before your eyes

The fact that KENT's Micronite Filter gives you the greatest health protection in cigarette history is proved to millions of people every week on the spine-tingling television show, "The Web."

In the 3 pictures on the right, you see this proof for yourself just as it's demonstrated on television.

Try KENT for a week

If you smoke KENT—and KENT alone—for a week, you'll learn for the first time how pleasant smoking can be when you're not bothered by nicotine and tars. You'll find you can enjoy a good smoke without the bad effects. And you'll really feel a whole lot better.

Love a good smoke does to you?



Into a glass bowl are put several of each of the well-known filter-tip cigarette brands. The bowl is shaken so the cigarettes are thoroughly mixed. Then one cigarette is picked at random to be tested for effectiveness against the new KENT.



Two special glasses made with tubes through which smoke can be drawn are set on a sheet of plain white paper. Into one, smoke is drawn from the new KENT. Into the other, smoke from the other filter-tip cigarette picked out of the bowl.



When the glasses are taken away, after the nicotine and tar particles have settled, there's a dark, ugly stain from the other cigarette, scarcely a trace from the new KENT! Here's visual proof of the greatest health protection in cigarette history!



Kent

with exclusive "MICRONITE" filter

takes out up to 7 times more nicotine and tars—leaves in full, rich tobacco flavor.





THIS HOSTILE LAND, boxed in by the mountains and burning under the relentless sun, is the location of a whole merry-go-round of astounding life cycles.

ANIMALS OF THE DESERT

They thrive in the dry, blistering places that would kill a man

PHOTOGRAPHED FOR LIFE BY LOOMIS DEAN

There are 154 million acres of desert in America, or a little more than 8% of the land. A tourist can drive hundreds of miles across it and see only endless stretches of burned mountain rock, parched dirt and sugar-fine, simmering hot sand with almost no signs of animal life. Daytime summer air temperatures can reach 120° and the surface sand 150°; then at night the mercury drops to 70. Once or twice a year it may rain briefly. For man this is hostile territory. Of all animals he is poorest equipped to live in these temperatures. Just to move around in them requires a quart of water every hour to replace the perspiration that keeps him alive. If he fails to find water he will die in a two- or three-day agony. Yet all around him, for the most part unseen in the dull brown wasteland, there is teeming life going contentedly about its business with virtually no water. LIFE sent Photographer Loomis Dean, accompanied by Kenneth E. Stager, a Los Angeles Museum scientist who specializes in desert wild life, to take these photographs of some desert inhabitants.

There are in the desert scorpions and pseudoscorpions, snakes, lizards, insects, rats, badgers, ring-tailed cats, birds, spotted skunks, iguana, tortoises and a host more, all living in a tightly interlocked economy. Of mammals alone there are some 75 species and subspecies. Despite the adverse living conditions they are as strong, active and alert as their relatives because they have all solved in one way or another the basic problem of desert living—how to get along without water. Some go all their lives without a drink; others get along on a few mouthfuls a year.

One secret of their success is the cactus. It is 90% water, storing up moisture from the infrequent rains and sending out its roots in all directions just below the surface of the sand. Another is the kangaroo rat, an amazing animal which conserves water produced by metabolic action inside its body and thus becomes an excellent moist meal for anyone who eats it. In this fiercely hot, fiercely arid environment the margin between life and death seems very slender. But on the sands the animals thrive.

THE DESERT FOX, also known as the kit fox or desert swift, is small and fast but tires easily. It gets both its food and drink by eating the staple kangaroo rat.



PACK RAT hiding in a cholla cactus may wind up as quick lunch for the skunk (below) or the cat (right). Meanwhile the silly animal amuses itself collecting such useless junk as stones, sticks, bits of straw.

SPOTTED SKUNK, a usually sweet-tempered beast, goes into this handstand when provoked. The position not only increases its height but also serves to get its main battery into good firing position.



DESERT ANIMALS CONTINUED



RING-TAILED CAT prowls the desert for food late at night, is gone before the morning and thus is seldom seen. It has large round eyes, a soft and gentle expression, a long, back-ringed tail, and it barks.

WORLD THAT LIVES IN THE NIGHT

By day the desert sleeps. Here and there a rattlesnake or lizard moves in the shade of a rock but for the rest there is nothing. With the sand temperature at 150° the animals of the desert would die if they came to the surface. But when sand temperature is 150° it is only 61° 18 inches under the sand and there in burrows they sleep.

After dark their world awakens and thousands of creatures come out of their underground homes to wander around the desert hunting food. Most of these are oldtimers in the region. The ancestors of the pack rat roamed around here in Pleistocene days, a million years or so ago, when the local weather was damper. The rude forefathers of the badger and ring-tail cat were even older inhabitants of these parts. In these hours of darkness they must work very fast gathering food.

The badger, for instance, requires the equivalent of a couple of fat squirrels and a dozen mice daily to keep up its strength. It does its best. All about in the darkness badgers are after snakes and snakes are chasing rabbits and most of them are hot on the heels of the kangaroo rat, the walking drink of water and all-round schmoo of the hotlands. When dawn and the sun come again, they must be tucked away underground.



AN EASILY SATISFIED BADGER feeds on an armadillo, which tastes like a mild red lobster. In more discriminating mood, it will go for rabbits and meerkats. When cornered it will bury itself in its tracks in seconds and travel underground at a starting speed. Nevertheless it often ends up as the bristles in a shaving brush.



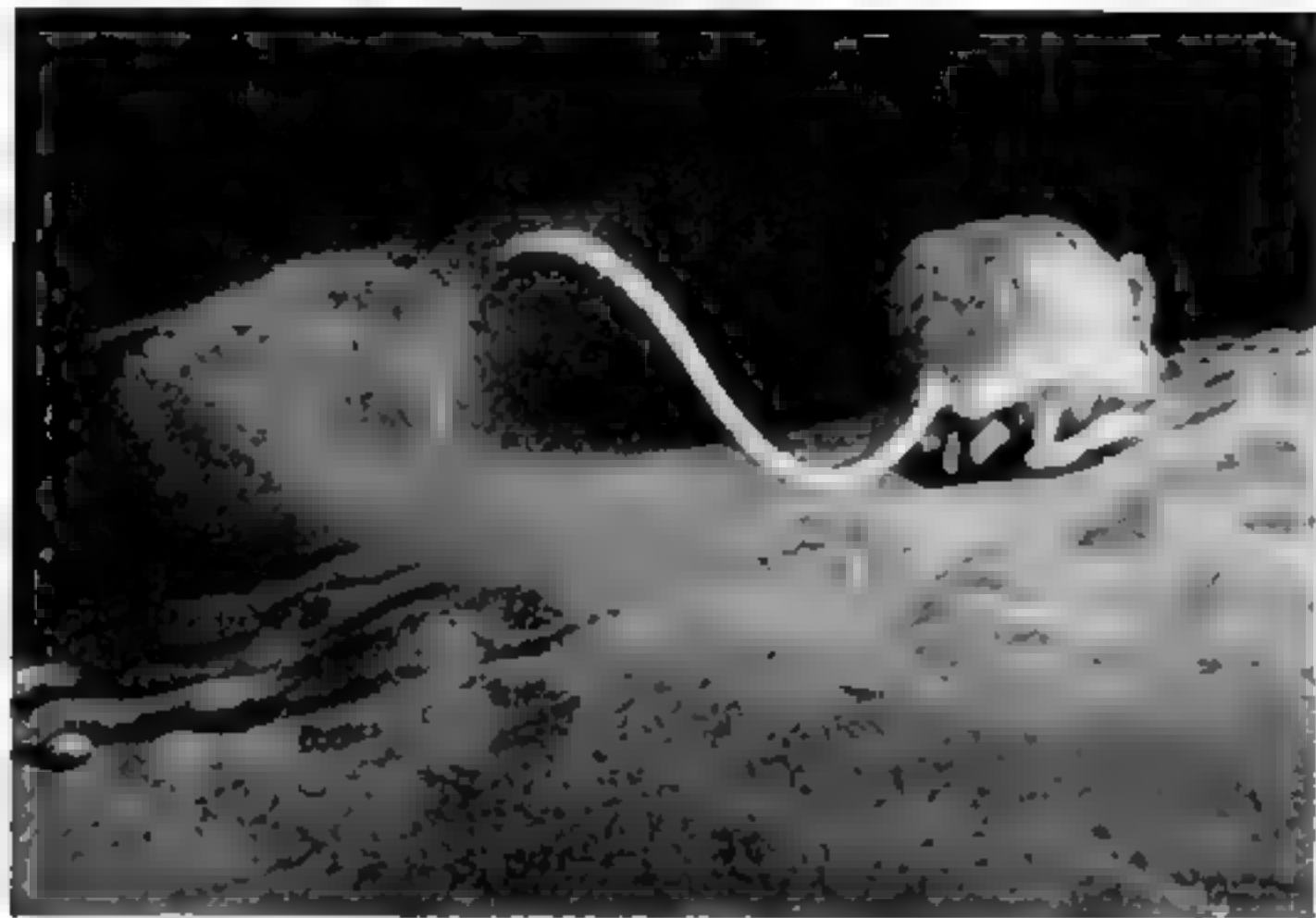
SEARCHING THE SANDS for seeds, the kangaroo rat spends his nights wandering near his burrow. Here he has just stuffed seeds into his cheek pouches and is ready to return to his home to store them for eating later. He has sharp eyes but is aided in counting seeds in the sand by his long, extremely sensitive whiskers.



BANTAM BATTLERS spar for opening. Kangaroos are tough animals and often fight with each other.



LEAPING ATTACK is launched by one contestant. Bone-breaking blows are secured by strong hind feet.



DEFENSIVE TACTIC is to kick sand rapidly toward opponent in attempt to blind him or drive him off.

WELL-BALANCED MEAL IN ONE BITE

As rice is vital to the economy of China and corn to that of Mexico, so the kangaroo rat, which is neither a kangaroo nor a rat, is basic to the economy of the desert. He is bread and water and practically everyone eats and enjoys him. Actually this little animal—he comes in various types and sizes, of which the largest is nothing more than a bite for a kit fox—is a mouse. But he does hop along on his hind legs, like a kangaroo, using his front paws as hands and his long thin tail as a balancing fin. When hotly pursued by a kit fox or coyote he can cover 18 to 24 inches to the hop, 17 feet to the second. With the help of his tail he zigzags and can turn close to 90° in full flight.

Kangaroo rats live in burrows which they are constantly extending, opening new tunnels and galleries, building new rooms. They come out only at night when they go hopping along the ground searching through the sand with their whiskers and paws for tiny seeds. These they carry back in a mouth pouch to the burrow. First they dry them in the loose sand, then store them underground. The kangaroo rat drinks no water, living on metabolic water which he makes from the seeds and conserves in his body. The cool, humid temperature of his two-foot-deep burrow helps conserve the water since there is little loss through breathing. This makes him the succulent little dish he is for the rest of the desert.



THE SILENT STRUGGLE continues, usually until one or other of the contestants is cowed or retreats.



INTO THE AIR for a dive bombing attack goes one of the fighters. They also use their teeth in combat.



THE DESERT TORTOISE crawls forward 20 feet to the minute—four miles to the day, and during the hot months of the summer it carries water in sacs under its shell. A pint lasts it for the season.

REPTILES LOVE HEAT TO A POINT

Reptiles like the blistering warmth of the desert but contrary to general belief they have their limits. Lizards, as an example, prefer a climate of about 100°, but when their body temperatures reach 117° they will die. To keep their thermal balance most desert lizards spend their days near shadow-casting vegetation and move from sunshine to shade as seems indicated, retreating to the top of the sun-heated rock in the cool of the evenings. Some lizards use color to control their temperatures, turning lighter to reflect the heat or darker to absorb it. In extreme heat they pant like dogs. Cold immobilizes desert reptiles and sends them into deep hibernating stupors but does no permanent harm to them. Once the weather warms up again they snap right out of it and, despite lack of food during their sleep, resume their curious lives as good as new.



ALL PUFFED UP is this chukwalla lizard which has crawled into a crevice, sucked air into its body and inflated itself so that it cannot be poked and Indians puncture them with sticks and eat them.

GECKO LIZARD, seen from close up, looks here about as it looks to an insect just as the lizard completes its slow and deliberate approach and is preparing for the final horizontal keel rush and thrust →

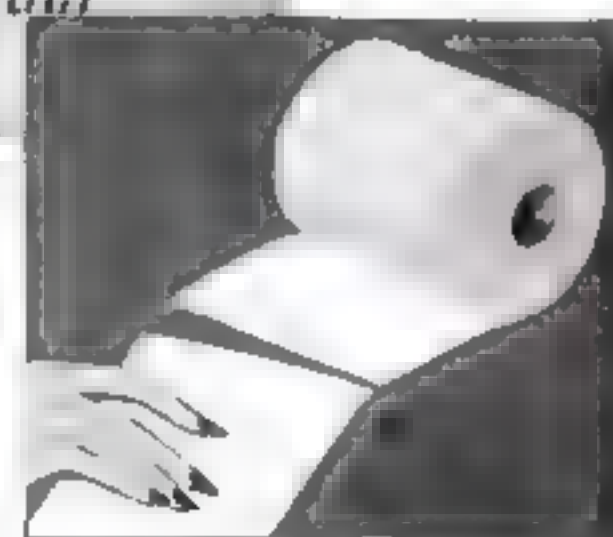
LOOPING FORWARD at an oblique angle and never dragging its body, the slow-moving rattlesnake is a hot temperamental aggressive reptile that roams wide and strikes its enemies from sandpit and ash.





Only this one toilet tissue is fine and firm and soft —like Kleenex tissues

Just as you know there is only *one* Kleenex*, so too you'll discover that of all toilet tissues new *Delsey** alone gives you that luxurious Kleenex quality. The same wonderful softness and absorbency (double ply for extra strength). Don't you think *your* family deserves this new, nicer tissue? Ask for Delsey at your favorite store. If Delsey is not on hand, have them order it for you.



Now Delsey comes "clean-cut."

No shredding, no waste with Delsey. It tears clean *at a touch*—lasts longer!

Little Angels from Utah

MORMON CHILDREN MAKE A TRIUMPHANT BALLET JUNKET

These two blithe-spirited children, who are also on LIFE's cover, are Crystal Mann and Bonnie Vernon, both aged 10, rehearsing a dance at Jacob's Pillow, Mass. They belong to a troupe of 22 Mormon maidens who made a bus tour this summer from their Salt Lake City home and gave five recitals in the east. Dance critics called them "gloriously disciplined yet wonderfully free"; audiences called them "angels" and sometimes wept at their mixture of glee and deep feeling (all the girls kneel and pray before they dance). The troupe was

trained by Virginia Tanner of Brigham Young University, who teaches some ballet principles but stresses spontaneous expression. She asked them to "dance" the Niagara Falls, which they saw on their bus trip, and the baby ballerinas began to leap like tumbling water and spray. Stunned by the enthusiasm they met everywhere, one child told her mother, "Why, Mumma, one man clapped so hard his tummy shook like jelly." Another girl, still glowing from their triumph, rebuked her with "How can you think of tummies now?"





be sure your home
is light-conditioned
with
CLOTH SHADES!

Do you like shadowy, darkened rooms . . . wonderful for daytime sleeping? Choose room-darkening window shades! Rather have soft, diffused lighting . . . yet complete privacy and protection? Choose translucent shades! Both available in popular light tones.

But, whichever you choose . . . be sure your shades are the finest . . . made of CLOTH. They look better . . . do more . . . last longer!

- **fit every window!** For smallest casement or widest picture window . . . there's a cloth shade easily available . . . inexpensively priced.
- **protect draperies . . . rugs . . . upholstery!** Add years of beauty to expensive home furnishings. Use cloth shades to keep out hot sun, strong light.
- **easiest to care for!** No special brushes . . . no long hard work! Cloth shades look lovelier longer . . . with least effort.
- **complete the picture!** When buying new curtains or draperies . . . buy fresh, clean, new cloth shades, too. Don't do just half a job!

Why not look over your window shades . . . now? Take them down . . . measure rollers from metal tip to metal tip with yardstick. Then see your local dealer for fine, new cloth shades. Be sure the wrapper says **CLOTH!**



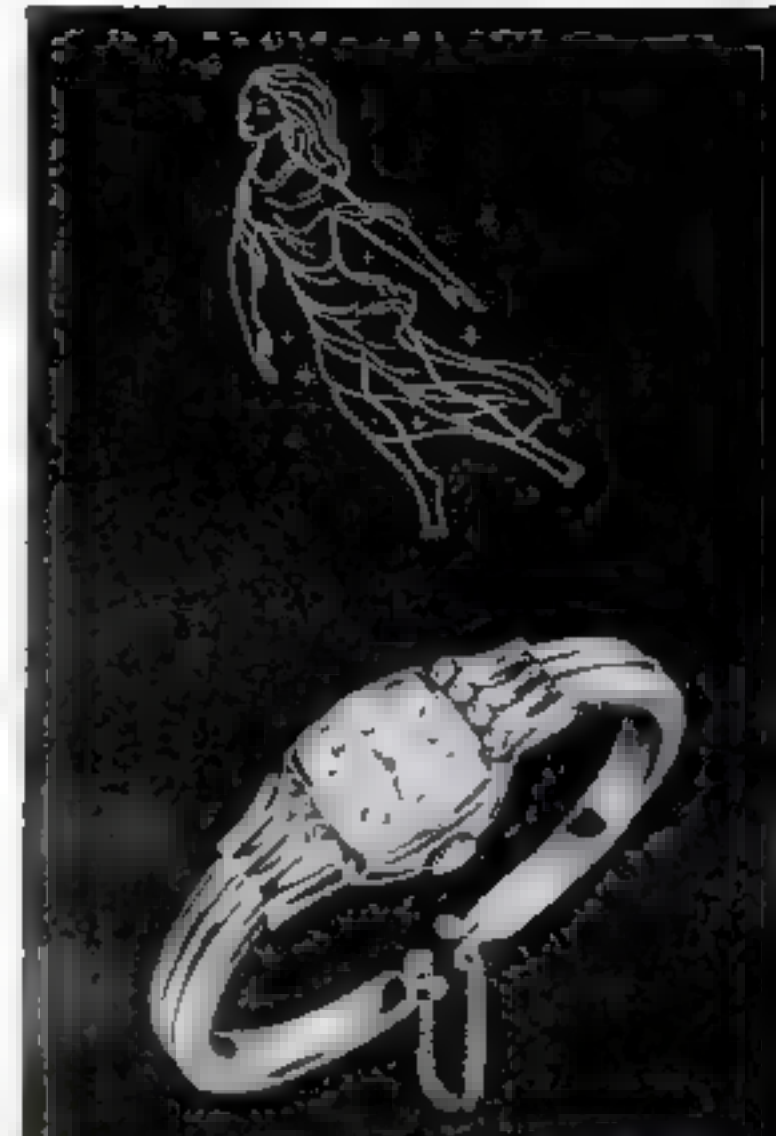
WINDOW SHADE MANUFACTURERS ASSOCIATION
120 So. La Salle Street, Chicago 3, Illinois



SEA SPRITE, Bonnie Vernon, leaps with excitement at a Connecticut beach where the touring Mormon dancers got their first glimpse of ocean water.



MORNING REHEARSAL lasted two hours on the beach. During most of the tour girls had practice workouts in city parks, hotel rooms and lobbies.



If her birthday
is between
Aug. 24 and Sept. 23

Born under Virgo, she's practical, prompt, prudent—likes things to run smoothly. She'd love this Elgin Bracelette with the heart that never breaks, the guaranteed DuraPower Mainspring World's only shock-resistant bracelet watch. \$49.75

She'd like an **ELGIN**
BRACELETTE

Fed. Tax Incl.



"MEET ME AT THE
NEXT STATION, DEAR. I'M
HAVING SOUP FOR LUNCH."

Sundial Shoes



*...first in fit
...with extra wear!*

Your child has only one pair of feet.

You, as a parent, pretty much set a course on what will happen to those feet.

That's why it's so important you choose the proper shoes for your boy or girl.

A perfect fit means happy feet today, tomorrow, throughout life.

Your Sundial dealer is well qualified to fit children's shoes. And he feels confident he has the best children's shoes to work with... Sundials.

Why does he think they're the best? Because he knows Sundials are made by the world's largest shoe manufacturer. And, in this land of brands, you don't get to be the biggest... unless you earn it!

Start your child off in the right shoe... Sundials. Make a saving, too. Sundials are reasonably priced.



Simple, smart... two strap Sundial sandal for girls. Long on fashion and good looks.



All-time favorite... patent leather pump.



Bugged, full-welt oxford for active boys.

SUNDIAL "Back-to-School" Favorites!

\$3.95 to \$7.95

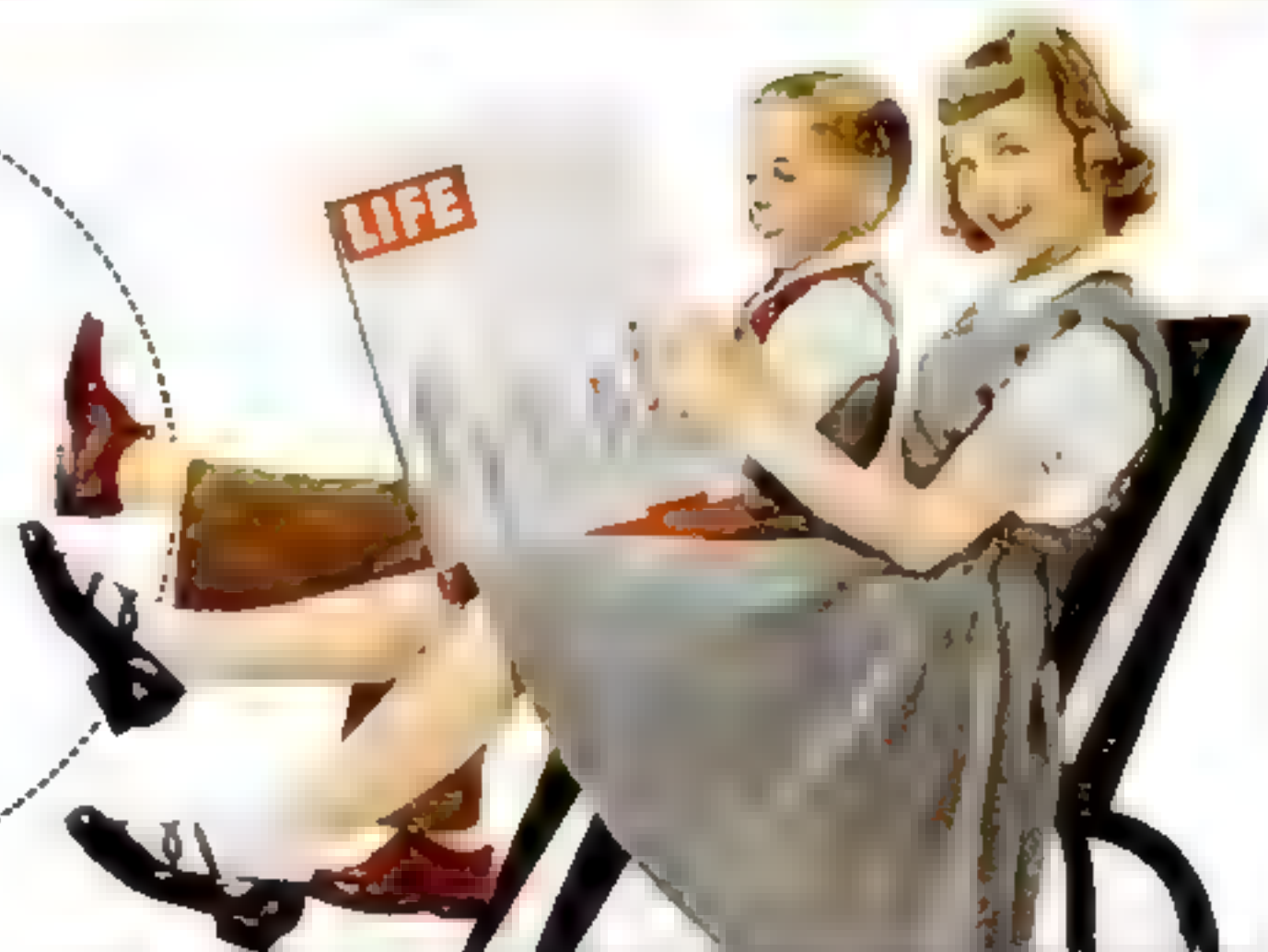
(according to size)

At better independent stores

Sundial Shoes

for
boys
and girls

first
in
fit
with
extra
wear!



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SUNDIAL SHOE COMPANY, MANCHESTER, N. H.
Division of International Shoe Company



*Monday... Sequoia Flannels**—
boldly patterned in rugged outdoor colors.
Boys' sizes 4 to 20, about \$2.98; 2 to 6X, \$2.50.



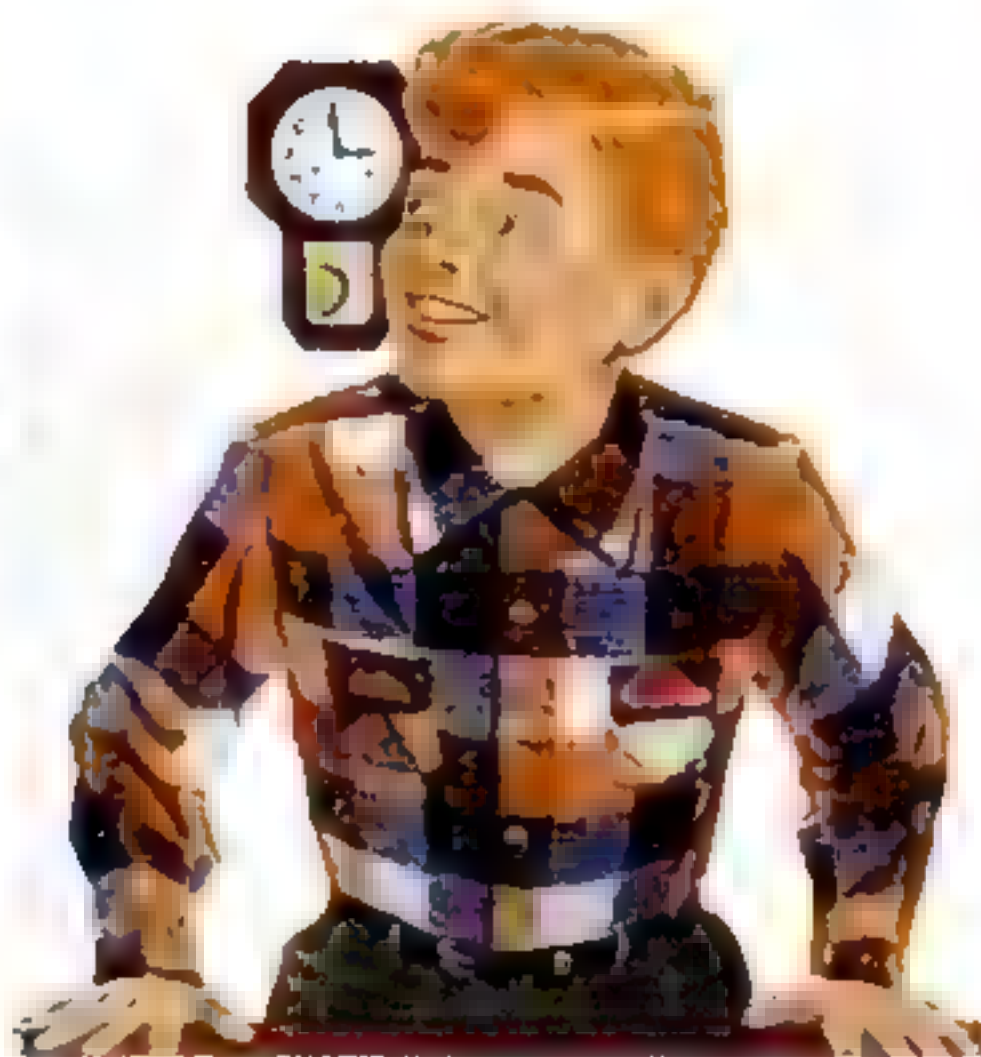
*Tuesday... Kaynells**—velvet-smooth,
yet durable as denim, in neat plaids
and checks. Boys' sizes 4 to 20, about \$2.98.



Wednesday... Square Dance Gingham
in autumn plaids. Actually improve with washing.
Boys' sizes 4 to 12, about \$2.98; 14 to 20, \$3.98.



*Thursday... Flanneltones**—
in canyon colors. Trimly styled, smoothly
finished cottons that wear and wear. Boys'
sizes 4 to 12, about \$2.98; 14 to 20, \$3.98.



*Friday... Woodman Woole**—
(85% wool, 15% nylon). Sanforlan* finished
to wash perfectly. Warm, soft and scratchproof.
Boys' sizes 4 to 12, about \$6.98; 14 to 20, \$8.98.



Saturday... Buckskin Heather Knits
in original styles, preshrunk for permanent
fit. No ironing. Boys' sizes 4 to 16, about
\$2.98—2 to 6X, \$2.50.

Every day for school or play... he wears a Kaynee shirt

A young fellow acquires good grooming habits when he owns a Kaynee wardrobe. The grown-up styling of all Kaynee boys' wear makes neatness come naturally. Their washability and wearing qualities have delighted 4 generations. This Set O' Seven shirts will see your son neatly through the season...at a thrifty price.

*Sanforized cottons and Sanforlan woollens.
Less than 1% residual shrinkage.

Kaynee

SET O' SEVEN SHIRTS FOR BOYS

© The Kaynee Co. Cleveland, O.
Affiliated with Aetna Industries Corp., N.Y.C.

See Them This Week Wherever Fine Boy's Wear is Sold...!



Sunday... Young Man of Distinction
white dress shirts of lustrous Kaycrest
broadcloth. Choice of collar styles, regular
or French cuffs. Sizes 2-20, about \$2.98.

IF YOU SUFFER PAIN

of
**HEADACHE
NEURITIS
NEURALGIA**

get
**FAST
RELIEF**

WITH
ANACIN

The way
thousands
of physicians
and dentists recommend

Here's Why . . .
Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!



"I prefer Greyhound travel—especially with the children!"

—writes Mrs. Jack Miller of Waukegan, Ill.
"We often visit Grandma and Grandpa Johnson in Marion, Indiana—and I always seem to choose Greyhound—even though we have a family car! The cost is so little, and the three of us can sit back, relax, and forget all about the traffic. Those Greyhound drivers are just as pleasant as they are capable—and the people you meet aboard a Greyhound are nice and neighborly."

For free Pleasure Map of U. S. A., write Greyhound Dept. 1-8-53, 71 W. Lake St. Chicago 1, Illinois



DANCING MORMONS CONTINUED



TRIPPING TRIO of older girls (13 to 15) do dance problem on the sand which consists of running and then imagining they must leap over wide ditch.



TINY TRIO, while the older girls rehearse, goes wading to collect shells, bits of seaweed and stones, which they proudly bestowed upon their mothers.



SEVEN LITTLE SQUATTERS take it easy on the beach between dances. They wear robes as protection against too much unaccustomed seaside sun.



shake it on
every
morning
then . . .



every step
of the day

QUINSANA FIGHTS ATHLETES FOOT INFECTION

Not a part-time, night-time remedy!
• QUINSANA's full-time action fights athletes foot all day long. Gives fast relief. 9 out of 10 users report amazing results.
• 91 per cent of foot specialists interviewed used QUINSANA on their patients. Easy to use and no nasty medicinal odor.
• So . . . at the first symptoms of athletes foot . . . burning, itching feet, cracks and peeling between the toes . . . get QUINSANA quick! Shake it on your feet. To help keep your feet cool and comfortable, shake it in your shoes.

Soothes,
cools
tired
feet!





LONG WAY ROUND Taped as 325-pound Les Bingham, the leaviest man in pro-wrestling is measured for uniform. His needs—size 44 pants, 44-ounce

TIRED GIANTS Bingham and Lou Hart, one of the heaviest men in wrestling, are shown here. Hart weighs 600 pounds. Each can bench 1,000



SQUARE DANCING VIGOROUSLY AND PERSPIRING FREELY, THONS BURN UP

Life Visits Lions





ENERGY LEFT OVER AFTER TOUGH DAY'S WORK

in Training

... WHILE THEY LOSE QUARTER TON OF FAT

The midsummer temperature was up in the 90s in Ypsilanti, Mich., just what the Detroit Lions, the professional football team, needed. Thickly padded, they hurled their Gargantuan bodies through scrimmages, calisthenics, hard blocks and tackles. After hours they worked off more sweat in the dormitory with improvised square dances. "They're really cooking," said Trainer Grant Foster as he watched them charge and cavort under the burning sun. It was all done to melt off summer fat and build up autumn muscle. The boys had a long way to go: in the first 10 days of training the collective weight of the 50-man squad went down a quarter of a ton. Trimmed down to barely five tons of solid flesh and bone, the Lions were ready for their first game last week, and chewed up the College All-Stars by a score of 21-10.



LONG ROAD BACK. the 1 1/2-mile hike over a stout hill from the practice field to dormitory, is taken by two players tired out after the day's scrimmage

RC makes you feel like NEW!

Yes, and RC tastes best too!

Enjoy TWO FULL GLASSES in the BIG bottle!

Get that grand new RC feeling!

Save! Buy RC...buy the carton!

QUICK TO THE RESCUE!

Talk about fast action! Just sprinkle Dr. Scholl's Foot Powder on your hot, tender, chafed, sensitive, tired feet. Grateful relief is yours at once! Eases new or tight shoes. Helps prevent Athlete's Foot. Be sure to get Dr. Scholl's Foot Powder today! Sold everywhere.

Mothersill's

The fast-acting aid in preventing and relieving Travel Sickness.

for ADULTS and CHILDREN

EASE HAY FEVER and SUMMER COLDS Take Tabcin

AT ALL DRUG STORES

45c and 75c SIZES

Don't Get Left... GET RY-KRISP!

Make Your Bread RY-KRISP

Famous Reducing Plan on every package

Filling, far more hunger-satisfying than soft, quickly eaten breads. Whole-grain-rich in proteins, minerals and B-vitamins. Delicious!

COMPARE THE CALORIES:

Ry-Krisp, 1 double-square wafer	21
Bread, 1 slice	53
Plain roll or bun	118
Biscuit or muffin	129

Life's Visit CONTINUED

OLD ACHES—NEW PAINS



MANIPULATING MUSCLES, Assistant Trainer White treats the sprained neck of Fullback Pat Harder, who hurt it last year when he fell on his head.



DUNKING HEAD, overheated player seeks relief in the water pail. Lions' coach forbids water drinking during practice to develop "mental toughness."

CONTINUED ON PAGE 102

Wonderful the way they wash and

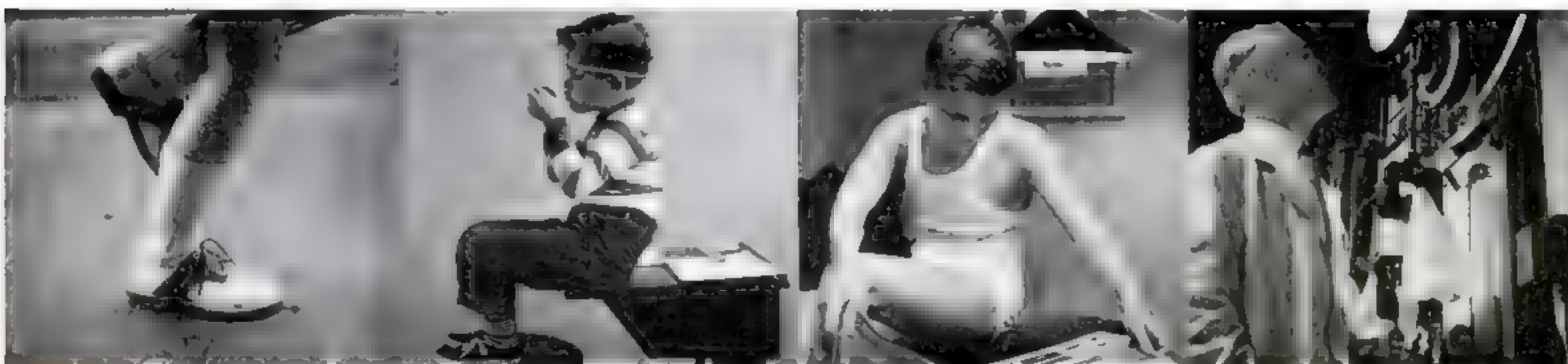
wear

look and feel...stay in shape...



everything for school of *Durene*^{*}...the quality cotton yarn

* U. S. REG. U. S. PAT. OFF. DURENE ASSOCIATION OF AMERICA, 350 FIFTH AVE., N. Y.



It's a rare and wonderful thing—when long-distance wear and healthful absorbency meet on two young feet! That's the story when socks are made of Durene yarn—the shape-holding, long-wearing queen of cotton yarns!

In anything the kids wear—polo shirts, socks, underwear—Durene yarn promises garments that feel wonderfully firm and smooth, resist shrinking, sagging and stretching—stay true to size their whole life long!

There's no underwear anywhere like underwear made of this choice, mercerized cotton yarn. You'll be replacing it far less often—for Durene means a vast extra helping of wear, plus cool comfort, trim shape for good!

Every cotton knit labeled "Durene Yarn" is subject to the Durene Quality Control Plan from yarn to finished garment. Always look for the label—featured by hundreds of makers of knitted cotton garments.



**look neater—
wear longer—fit better**

Those good-looking guys of yours will look even better in longer-wearing, fully Sanforized DICKIES. Both matched sets, twill and blue denim, are ideal for Fall and Winter school or play.

The denims are real Western style with matching unlined jacket and snug-fitting, copper riveted jeans. The matched set with lined jacket is just like Dad's DICKIES, made from durable Army twill in tan, spruce green and silver gray. Both shirts and the jacket lining are fast-color Sanforized houndstooth check 3-yard flannel.

Dickies complete boys' line, made by the makers of DICKIES famous work shirts and pants, are sold in 48 states. See them at your favorite store.

WILLIAMSON-DICKIE MFG. CO.
509 W. VICKERY BLVD. • FORT WORTH 1, TEXAS ©1953 W-D Mfg. Co.
NEW YORK • CHICAGO • FORT WORTH • LOS ANGELES
BAINBRIDGE, GEORGIA • SOMERVILLE, NEW JERSEY



DAILY DISAPPOINTMENT for 325-pound Bingaman comes when he weighs himself on locker room scale that reads to 300. He hopes to play at 295.

The kind of answers I seek

I count myself among the lucky. Today, at 80, the world I live in is more fascinating to me than it was when I was a boy, simply because I have more questions about more different things.

In my own field of mycology, I pursue the answers directly. For instance, I like to travel, and wherever I go, I scoop up a handful of soil and send it back to the Lederle Laboratories at Pearl River, N. Y. My companions tell me that farmers, small boys, and occasionally national park policemen shake their heads when they see an otherwise normal individual digging up common dirt.

If they ask me what I am doing, I tell them that it was in just such a handful of dirt from a Missouri farm that we found the golden mold that produces aureomycin. So every time I see an undisturbed stretch of prairie land, or a deserted craggy shore, I wonder whether it nourishes a mold that will produce an antibiotic better than any our doctors now have.

In fields outside my specialty, on all the other mysteries, I look for the kind of answer my scientific training has led me to seek. *LIFE* magazine has something to say to me on almost every one of these interests.

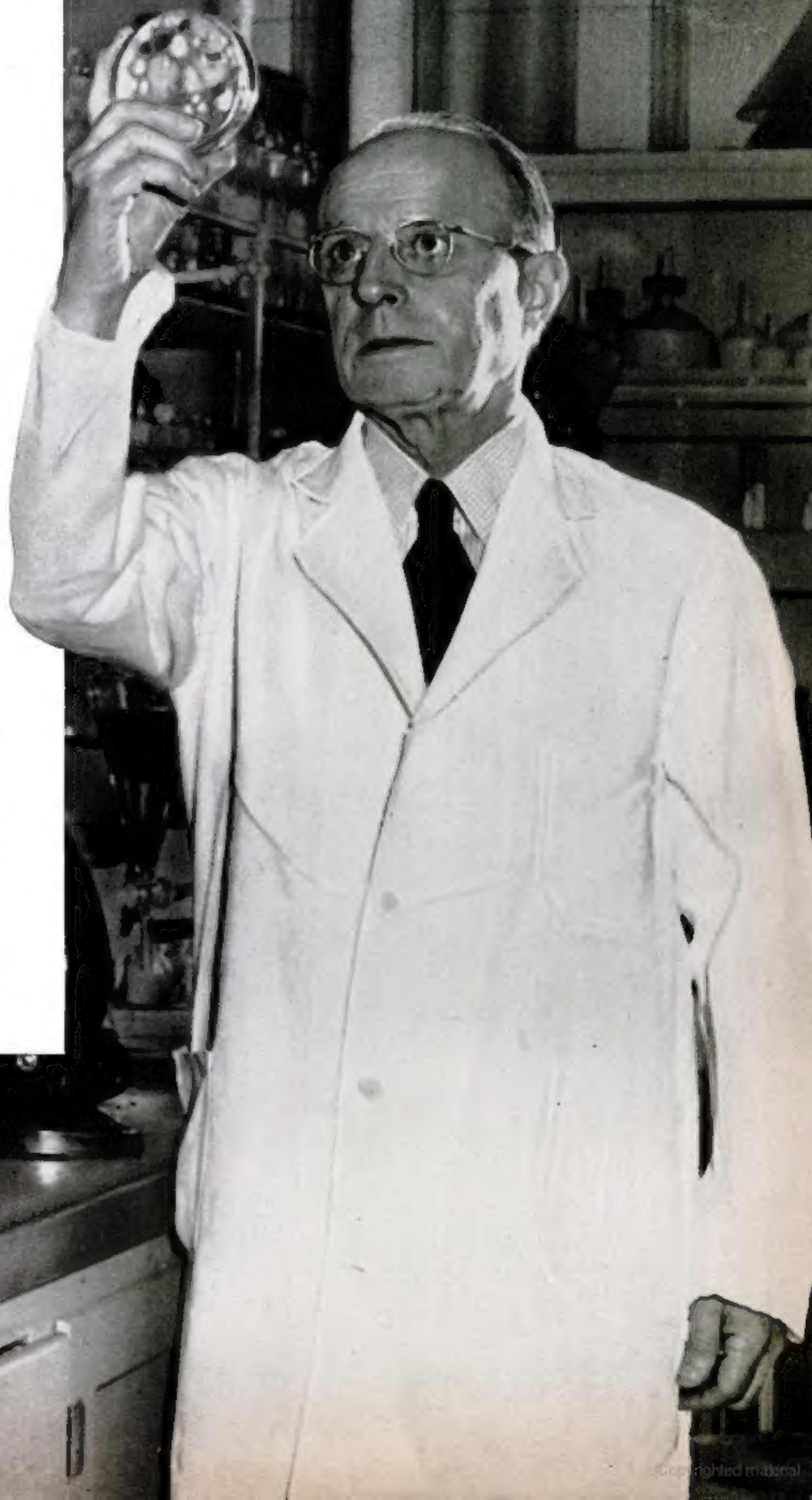
What do we mean by seeing? How do our eyes work? How is the eye different from a camera? *LIFE*'s superbly illustrated explanations of vision and photography shortcut the special language I have not had time to learn.

How does sunlight make sugar out of carbon dioxide and water? *LIFE*'s report on new discoveries in photosynthesis, a consuming interest of mine, was authoritative and clear.

What garden herbs might dress up a leftover in my icebox? *LIFE*'s feature "Herbs for the Home" fascinated me both as an ardent botanist and an amateur cook.

LIFE fascinates me because it helps satisfy my curiosity on so many diverse phenomena and events.

by Dr. BENJAMIN MINGE DUGGAR, discoverer of aureomycin





BIRD FINDS FRIEND

St. Francis of Assisi was a lover of flowers, fire, water, animals but especially birds. "I will go and preach to my little sisters," he would announce, then go to the fields to exhort the

listening birds. Recently a statue of the saint in his native Assisi, Italy got a fitting addition—two doves nested in his hands among the sculptured roses and raised this young one.

If you like beer You'll Love Schlitz

*No harsh bitterness . . .
Just the kiss of the hops*

This dry and mellow beer . . . this beer of
matchless flavor . . . is the world's largest seller.

Year after year more bottles and cans of
Schlitz are bought—*millions more*—than of any
other beer. This popularity is the result of the
most conclusive taste test in beer history.



Schlitz is available in quart bottles, 12-ounce bottles and cans, and the 7-ounce bottle. Also in 24-Pak and handy 6-Pak cartons of cans and "one-way" bottles that require no deposit.



ON TV EVERY WEEK—The popular
"SCHLITZ PLAYHOUSE OF STARS." See
your newspaper for time and station.

First in Sales

© 1953—Jos. Schlitz Brewing Company,
Milwaukee, Wis.
Breweries at Milwaukee, Wis.
and Brooklyn, N. Y.

The Beer that Made Milwaukee Famous

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Why the **CHAMPIONS** changed to **CAMELS**!



Marge and Gower Champion have danced their way into America's heart in movies, stage and television. They're among the many stars who smoke America's most popular cigarette, Camels!

"SO MANY OF OUR FRIENDS LIKE **CAMELS** BEST THAT WE TRIED THEM. **CAMELS'** MILDNESS AND FLAVOR SUIT US JUST RIGHT!"



B. J. Reynolds Tobacco Co., Winston-Salem, N. C.

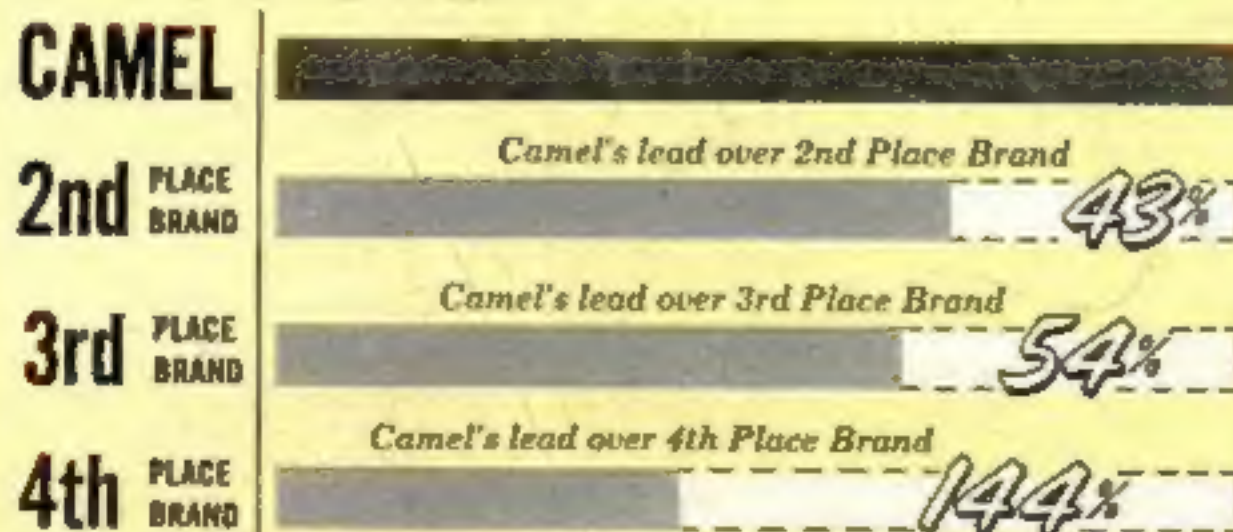
for **MILDNESS**
and **FLAVOR**



**Camels agree with more people
than any other cigarette!**

LOOK AT THE FACTS!

LATEST PUBLISHED FIGURES* SHOW
CAMELS FAR AHEAD OF EVERY OTHER BRAND!



*From Printers' Ink, 1953

FAR MORE people smoke Camels than any other cigarette. What does this mean to *you*? It means just this: to be so popular, Camels *must* give smokers more enjoyment.

Make the 30-day Camel test. Smoke only Camels for 30 days and find out how Camel's rich, full flavor and cool, friendly mildness please *you*, pack after pack. See if Camels don't give *you* more smoking pleasure than you've ever had before!